

ELLE CANADA

ELLE

MARCH 2015

SPRING BEAUTY LOOKS

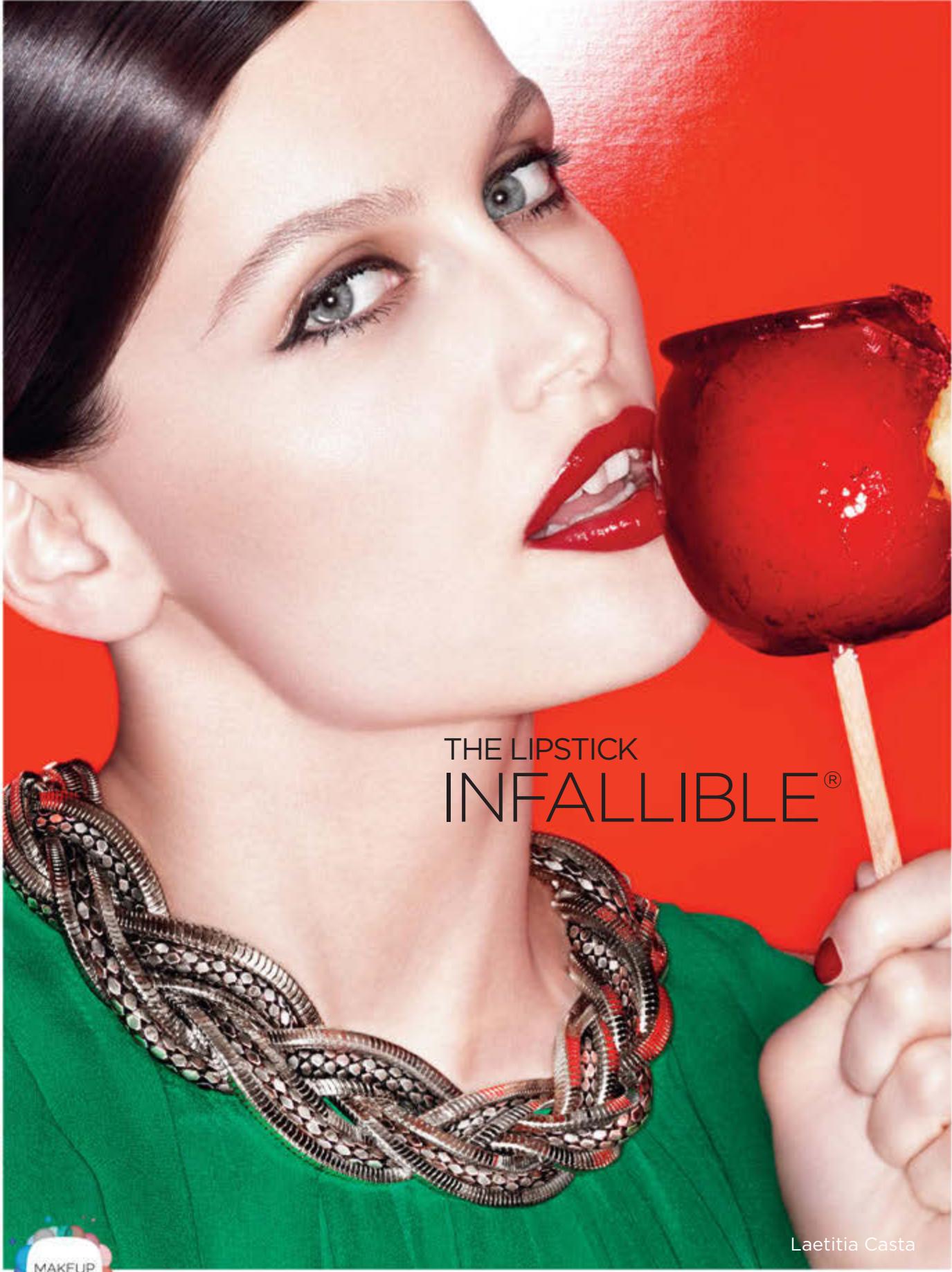
YOUR ULTIMATE
GUIDE TO
EYES. LIPS.
SKIN. NAILS.

DIGITAL
REVOLUTION
THE HASHTAG THAT
CHANGED LIVES
#BEENRAPEDNEVERREPORTED

★
KATE BOSWORTH
"THE WORD 'FEMINIST'
SHOULD FEEL INCLUSIVE"

**THAT
'70s
SHOW**
FASHION
IS FEELING
THE FUNK

WHO RUN THE WORLD?
GIRLS!
HOW BEYONCÉ & EMMA
HAVE MADE **FEMINISM** TRENDY



THE LIPSTICK
INFALLIBLE®



DOWNLOAD THE MAKEUP GENIUS APP AND INSTANTLY TRY ON BEAUTY LOOKS.
lorealparis.ca/makeupgenius

Laetitia Casta





© 2015 L'Oréal Canada

infallible.ca

LONGWEAR LIPCOLOUR, WITHOUT COMPROMISE.

UP TO 24-HR WEAR. INTENSE COLOUR AND COMFORT. NO TRANSFER.

OUR NEW CHOICE IN LONGWEAR LIPCOLOUR. EVEN FINISH, MOISTURIZING FEEL, NO TRANSFER.

STEP 1: INTENSE LONG-LASTING COLOUR. **STEP 2:** CONDITIONING PRO-SEAL BALM FOR IRRESISTIBLE LIPS.

BECAUSE YOU'RE WORTH IT.

STEP 1



STEP 2

L'ORÉAL®
MAKEUP DESIGNER/PARIS

Infallible®

THE NAIL POLISH
INFALLIBLE®



MAKEUP
GENIUS

DOWNLOAD THE MAKEUP GENIUS APP AND INSTANTLY TRY ON BEAUTY LOOKS.
lorealparis.ca/makeupgenius





© 2015 L'Oréal Canada

infallible.ca

LONGWEAR NAIL COLOUR, WITHOUT COMPROMISE.

UP TO 12-DAY WEAR. GEL SHINE. NO APPOINTMENTS.

STEP 1: GLOSSY, HIGHLY PIGMENTED, LONG-LASTING COLOUR FROM THE FIRST STROKES.

STEP 2: THE FIRST MATCHING TINTED TOP COAT WITH PLUMPING EFFECT.

EASY TO REMOVE WITH NO NAIL DAMAGE.

BECAUSE YOU'RE WORTH IT.

STEP 1



STEP 2



NEW

L'ORÉAL®
MAKEUP DESIGNER/PARIS



INFALLIBLE® PRO-MATTE™ FOUNDATION

Barbara Palvin

MAKEUP
GENIUS

DOWNLOAD THE MAKEUP GENIUS APP AND INSTANTLY TRY ON BEAUTY LOOKS.
lorealparis.ca/makeupgenius



infallible.ca

LONGWEAR FOUNDATION, WITHOUT COMPROMISE.

UP TO 24-HR MATTE, NOT FLAT. NO TOUCH-UPS.

ALL THE COMFORT, NONE OF THE SHINE. PERFECT BUILDABLE COVERAGE, WITHOUT THE MASK EFFECT.
OIL-FREE, AIR-LIGHT TEXTURE STAYS COLOUR-TRUE.

BECAUSE YOU'RE WORTH IT.

NEW



L'ORÉAL®
MAKEUP DESIGNER/PARIS

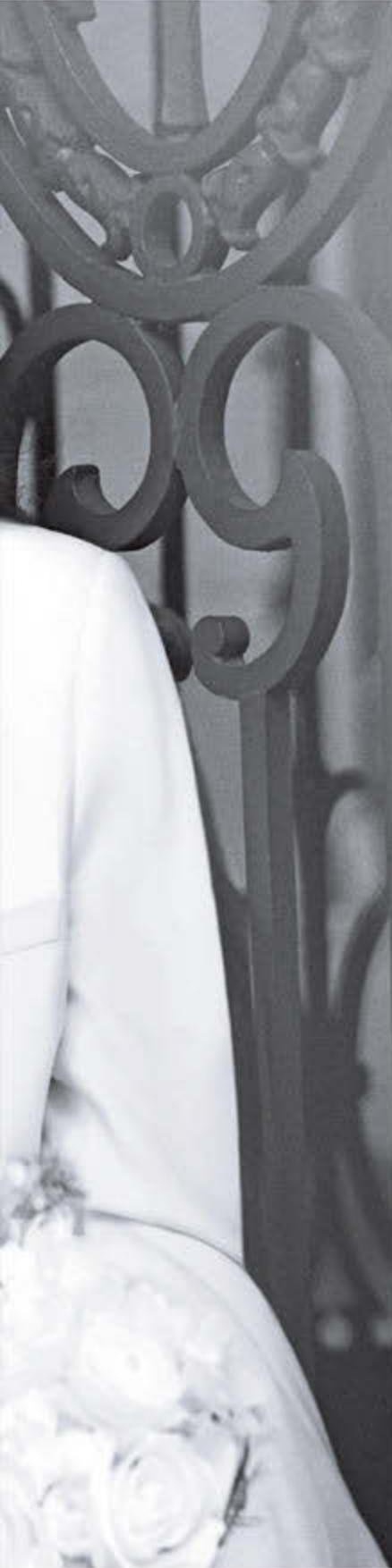


Toronto The Colonnade
Toronto Holt Renfrew
Calgary Holt Renfrew
Montreal Holt Renfrew
Vancouver Holt Renfrew
Yorkdale Holt Renfrew
prada.com



PRADA





WILL YOU KNOW THAT AS PERFECT AS THIS RING IS,
IT WON'T BE TRULY BEAUTIFUL UNTIL
IT'S SPARKLING ON YOUR HAND AS YOU SIP YOUR TEA
AND HUG OUR KIDS AND OPEN THE DOOR TO
A WORLD THAT GETS MORE INCREDIBLE ALL THE TIME,
JUST BECAUSE YOU'RE IN IT?

WILL YOU?



TIFFANY & Co.

NEW YORK SINCE 1837



HYDRATION REINVENTED. DYNAMIC INFUSION.



A REVOLUTIONARY SERUM WITH EXCLUSIVE CAMELLIA MICRO-DROPLETS.
THEIR ACTION: PROTECT THE NEW CAMELLIA OIL EXTRACT AND FUSE WITH
THE SKIN TO REVEAL EXCEPTIONAL HYDRATING AND PLUMPING POWER.
THE RESULT: SKIN INFUSED WITH MOISTURE, SMOOTH AND REPLENISHED,
GLOWING WITH YOUTH.

WHERE BEAUTY BEGINS

CHANEL



130 block street 416.963.5127 hotel vancouver 604.488.0320 also available at hotel renfrew



GUCCI

GUCCI.COM



I feel fulfilled - and so does my skin.

Naomi Watts

SEEING CHANGES IN YOUR SKIN? WRINKLES IN NEW PLACES? YOU COULD BE LOSING VOLUME.

BECAUSE YOU'RE WORTH IT.

NEW **REVITALIFTTM** **VOLUME FILLERTM** RE-VOLUMIZING HYDRATION

■ ABOUT SKIN

FACT: AS SKIN AGES, VOLUME DECREASES.
LINES AND WRINKLES BECOME DEEPER, MORE VISIBLE.

■ PROVEN SCIENCE

SERUM IS ENRICHED WITH OUR HIGHEST CONCENTRATION OF HYALURONIC ACID – SKIN'S NATURALLY OCCURRING HYDRATOR. HELPS REPLENISH MOISTURE IN SKIN TO VOLUMIZE SURFACE LAYERS AND SMOOTH OUT WRINKLES.

■ IMPRESSIVE RESULTS

IN JUST 4 WEEKS, SEE INCREASED FULLNESS IN CHEEKS. PLUS A LESS HOLLOWED LOOK UNDER THE EYE AREA. FINE LINES AND WRINKLES LOOK REDUCED. SMOOTHER, MORE EVEN SKIN TEXTURE.



UNDER-EYE AND CHEEK AREAS



volumefollower.ca

©2015 L'Oréal Canada / International Limited. retail value RSP terms in 2013.



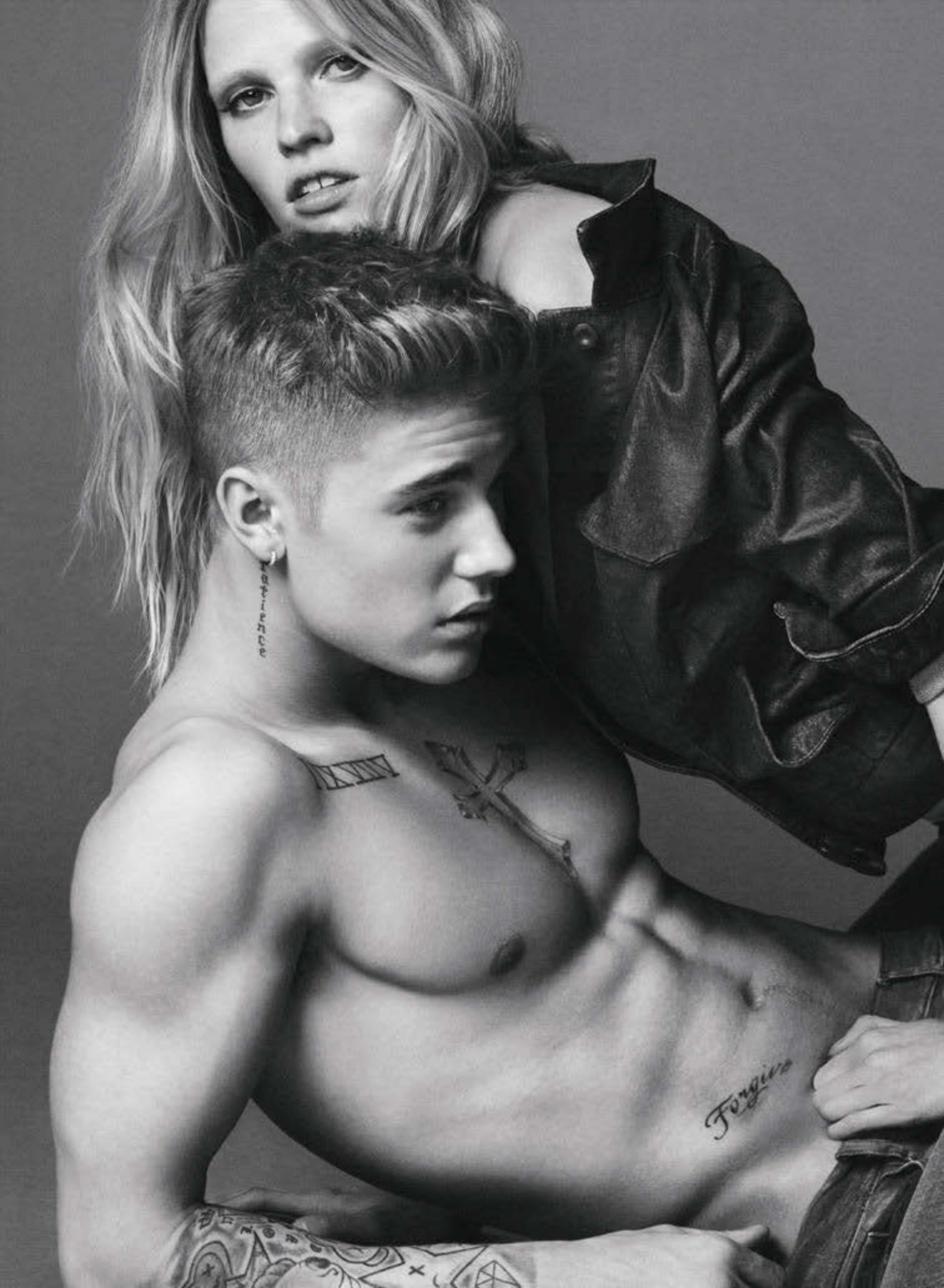
L'ORÉAL
PARIS



toronto yorkdale shopping centre | 138 cumberland street
edmonton west edmonton mall | west vancouver park royal




kate spade
NEW YORK



#mycalvins
calvinklein.com
Hudson's Bay

Calvin Klein Jeans

Youthful looking eyes are in sight.

NEW

Super Restorative Total Eye Concentrate

Clarins Research throws new light on age-defying eye care and introduces Super Restorative Total Eye Concentrate. A powerful, youth-activating cream to target the complete eye contour area from temple to temple. An innovative combination of organic harungana extract and cassie flower wax replumps and enhances by visibly reducing fine lines and wrinkles. Upper lids are instantly lifted while dark circles and puffiness are improved. See the results for yourself. Youthful, brighter-looking eyes, day after day. Clarins, No.1 Prestige skin care brand in Europe¹.

94% of women were satisfied from the 1st week².

1. NPD BeautyTrends® : total sales of 4 countries: France, Italy, Spain mainland and UK, skin care products sold in Perfumeries and Department Stores, Luxury brands, sales in value in 2013. 2. Satisfaction tests, 379 multi-ethnic women, "overall product satisfaction" response.



Available at



Receive 8000 Shoppers Optimum Bonus Points® with the purchase of the new Total Eye Concentrate*.*



*Points are issued on the purchase of eligible products using a valid Shoppers Optimum Card®. Excludes RBC® Shoppers Optimum® MasterCard® points and points associated with the RBC® Shoppers Optimum® Banking Account. Cannot be used with any other offer or promotion. Offer valid until February 27, 2015, while quantities last. We reserve the right to limit quantities. No rainchecks. Offer may be changed or terminated at any time without notice. See Beauty Expert for details.



CLARINS





MICHAELKORS.COM

MICHAEL
MICHAEL KORS





Shirt
\$9.95

H&M



THE STORY BEHIND FREIDA'S SKIN

Indian
Freida Pinto. 100% True Match® W6 Sun Beige

TRUE MATCH

SUPER-BLENDABLE® MAKEUP

THE STORY BEHIND BLAKE'S SKIN

English, Irish, German, Cherokee
Blake Lively. 100% True Match® W3 Nude Beige



**BE THE FIRST TO TRY IT: DOWNLOAD THE MAKEUP GENIUS APP AND INSTANTLY TRY
ON BEAUTY LOOKS.**

lorealparis.ca/makeupgenius





lorealparis.ca

© 2015 L'Oréal Canada
Always read and follow the label. *AC Nielsen, mass market self-serve cosmetics August 2014.

WHATEVER YOUR SKIN'S STORY, WE HAVE YOUR TRUE MATCH®
NOT JUST FROM LIGHT TO DARK, BUT WARM TO NEUTRAL TO COOL.
EVERY SKIN TONE IS DIFFERENT. TRUE MATCH® MATCHES YOUR SKIN'S UNIQUE TONE AND UNDERTONE. WE GIVE YOU
22 SHADES, MORE THAN ANYONE ELSE.* THERE'S NO MATCH TO TRUE MATCH®.

BECAUSE YOU'RE WORTH IT.



L'ORÉAL®
MAKEUP DESIGNER/PARIS



#DIESELHIGH

A vibrant, high-energy photograph of a group of young adults, likely a Diesel advertisement. The central figure is a man with long brown hair, wearing dark sunglasses and a brown leather jacket with a studded collar. He is laughing heartily. To his left, a woman with blonde hair is visible, wearing a red and blue patterned top. In the bottom left corner, another person's arm and shoulder are seen, wearing a bright orange jacket with a red strap. The background is a solid yellow.

DIESEL

MONTREAL – 2114 DE LA MONTAGNE • TORONTO – 92 YORKVILLE & YORKDALE SHOPPING CENTRE



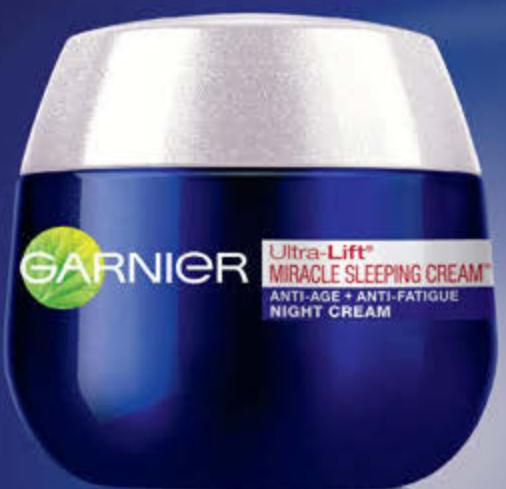
Kate Walsh



BELIEVE IN MIRACLES

NEW

Miracle Sleeping Cream



Inspired by the latest anti-age care from Asia,
reduces signs of fatigue from the 1st night.



LAVENDER ESSENTIAL OIL, HYALURONIC ACID + LHA COMPLEX.
INNOVATIVE BOUNCE-BACK TEXTURE.

- **FROM THE 1st MORNING:** HYDRATED, SMOOTHED, SKIN LOOKS LESS FATIGUED.
- **AFTER 28 NIGHTS:** FIRMER, PLUMPED WITH MOISTURE, SKIN LOOKS YOUNGER.

DERMATOLOGICALLY
TESTED
optimal tolerance
noncomedogenic

LEARN MORE ON GARNIER.CA

GARNIER



A full-body portrait of a man with long, dark hair and a well-groomed beard. He is wearing a dark blue, long-sleeved crew-neck sweater with the words "JOE FRESH" printed across the chest in a large, bold, orange sans-serif font. He is also wearing white, light-wash denim jeans. He is standing against a plain, light-colored background.

JOE FRESH

TORONTO HOLT RENFREW
YORKDALE HOLT RENFREW



miu miu

STEVEN MEISEL
NEW YORK, NOVEMBER 22-24 2014
MARINE VACTH

#STORYBOARD

@ ELLE CANADA



READY FOR HER CLOSE-UP
Kate Bosworth rocked it out poolside with photog Max Abadian at our cover shoot in L.A. (page 100).



TIPPING POINT
Sneaky peek! Kate brought some stellar booties from her new collection with Matisse to the set.



REAL BEAUTY
Makeup artist Vanessa glammed up Kathi Andri for her Wellspring shoot at the Four Seasons Toronto (page 84).



WINTER WONDER
It was a tough day at the office for the ELLE Canada crew at the Whistler Film Festival (page 94).



ABSTRACT DISTRACTION
Associate fashion editor Charlotte returned changed after gazing at this sculpture in Denmark (page 226).



LASH OUT
We piled (or, rather, painted) on the lashes for our '70s-inspired shoot (page 144).



FINISHING TOUCHES
Brush her own hair? Our "Sweetest Thing" model Kristen is appalled you're even asking (page 152).



SMIZING 3.0
ELLE Canada staffers Kathryn, Vanessa and Katherine hammed it up in the P&G Beauty Awards photo booth.



SPECIAL DELIVERY
Dexter, our pug-at-large, popped by the office to shoot off a few emails, grab a slice and charm everyone.▷

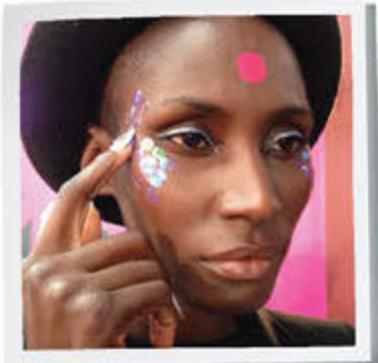
TEXT BY SARAH LAIN; ALL PHOTOS BY ELLE CANADA STAFF



Get a behind-the-scenes look at each issue as it happens by following us on Instagram **@ELLECANADA**.

#STORYBOARD

@ ELLE CANADA



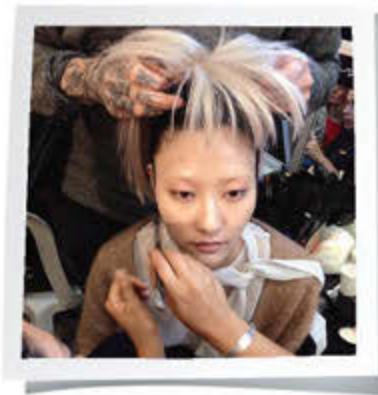
THE OPPOSITE OF BARE
Backstage at Manish Arora in Paris, we glimpsed these "sneaker track"-inspired sequins (page 191).



WISE WORDS
Spotted: some last-minute inspo for models before they walked the runway at Carven in Paris.



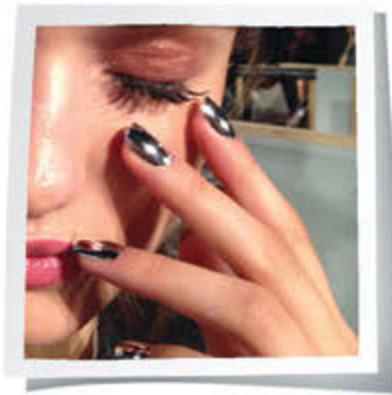
HEADY STUFF
A model at Alexander McQueen took a moment to adjust her new accessory.



CHOP-CHOP
Hairstylist Eugene Souleiman talked us through the "monk buzz cut" at Haider Ackermann.



THE LIFE PLASTIC
Best swag ever: Attendees at the Barbie-inspired Moschino show walked away with a new toy.



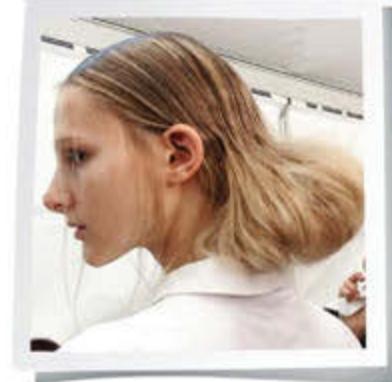
TIME TO REFLECT
Editor-in-chief Noreen attempted a meta-mirror selfie in the super-shiny nails at DSquared2.



XOXO
Backstage at Vivienne Westwood, Noreen snapped the lipstick-smooshed faces of some "trash dolls."



PARTING WAYS
Extreme humidity at NYFW forced hairstylists at DKNY to get creative with gel.



BUN HEAD
Sculpting the pouffed-out bouffants at Issey Miyake took hair art to new lengths. □



Get a behind-the-scenes look at each issue as it happens by following us on Instagram **@ELLECANADA**.

MOSCHINO COUTURE



The Room

HUDSON'S BAY
Toronto • Vancouver

View The Room spring 2015 collection at thebay.com/theroom



100

Kate Bosworth talks fashion, fears and film.

CANADA
ELLE

MARCH 2015

60

Accessories fit for Studio 54



COVER STORIES

70 **STYLE** How feminism became fashionable. *By Clara Young*

100 **CELEBRITY** What it's like to walk in Kate Bosworth's shoes. *By Sarah Laing*

126 **SOCIETY** Feminism's "hashtag revolution." *By Antonia Zerbisias*

144 **FASHION** Hot looks straight off the disco floor.

191 **BEAUTY TREND REPORT** What's fresh for lips, nails, eyes, cheeks and hair.

STYLE & FASHION

56 **STYLE SCOOP** What's cool, cutting edge and important.

60 **SHOPPING** Groovy accessories; sunny extras; perfect patchworks; power vests.

68 **BEAUTY MOOD** Red alert.

78 **TREND** A brief history of jeans. *By Clara Young*

82 **STYLE** East-meets-West-inspired gems.

84 **STYLE** Celebrating this year's Wellspring model.

86 **FASHION DNA** Anatomy of a DVF dress.

152 **FASHION** Ladylike frocks; haute denim. ▷



Dior NUDE AIR

A FRESH COMPLEXION THAT BREATHES

- NEW -

NUDE AIR SERUM FOUNDATION – SPF 25: a weightless fluid foundation enriched with an oxygenated skincare ingredient for an instantly fresh and velvety complexion with flawless correction.

NUDE AIR HEALTHY GLOW POWDER: an airy veil that helps protect against pollution, for all the radiance of a natural, healthy glow.

The nude effect is flawless and the skin more beautiful each day.

FOR 94%* OF WOMEN, THE COMPLEXION IS IMMEDIATELY FRESHER.
AT LEAST 97%** OF WOMEN FEEL THEIR SKIN BREATHE.

* Self-evaluation after application of the serum foundation followed by the compact powder. N=33 women.
** Self-evaluation at t=4 weeks after application of the serum foundation (N=33) or the compact powder (N=31).

AVAILABLE AT SEPHORA





152

Flirty fashion for your
inner ingenue



ON THE COVER

Kate Bosworth is wearing a leather jacket, silk dress, felt hat and silk lavalier by Saint Laurent.

Laurent by Hedi Slimane. **Photographer** Max Abadian **Stylist** Juliana Schiavinatto (P1M.ca) **Hair** Bridget Brager (thewallgroup.com) **Makeup** Melanie Inglessis (forwardartists.com) **Art direction** Brittany Eccles

EVERY MONTH

- 37 #STORYBOARD**
- 44 EDITOR'S NOTE**
- 50 GUEST LIST**
- 52 LETTERS TO THE EDITOR**
- 137 ELLE ONLINE**
- 238 HOROSCOPE**
- 240 SHOPPING GUIDE**
- 242 #FASHIONPLAY**

FEATURES

89 RADAR Counting down to *Cinderella*; podcast roundup, a.k.a. life after *Serial*; the latest on Netflix: *Bloodline*; behind the scenes at the Whistler Film Fest; the unstoppable Meghan Trainor.

106 LIFE Can you actually enjoy being single? *By Tara Henley*

112 RELATIONSHIP What happens when you wake up and realize you have no friends? *By Heather O'Neill*

116 CONNECT Use your words.

118 CAREER Female competition in the workplace. *By Molly Doan.*

134 MAN Can a sports lover also be a feminist? *By Vakis Boutsalis*

226 ESCAPE Danish design in cool Copenhagen. *By Charlotte Herrold*

230 TRAVEL NEWS What's hot in London and Manhattan.

232 TRAVEL INSIDER A jet-setting DJ's black book.

234 WORLD One woman's letters from death row in Iran. *By Susan McClelland*

BEAUTY & WELLNESS

178 BEAUTY BUZZ What's new now.

180 BEAUTY SPECIAL The British beauty invasion.

188 LUST LIST Golden-goddess-approved must-haves.

208 HEALTH Why are women abandoning the pill?
By Joana Lourenço

214 BODY The baby waiting game. *By Danielle Devereaux*

218 BODY NEWS Maria Sharapova; sneakers for class addicts; a yoga lover's hotel.

220 #LIFEREBOOT The struggle to feel feminine after cancer.
By Stephanie Gilman



BOSS
HUGO BOSS



FEMINIST MYSTIQUE

professional woman in her early 30s. “A feminist?” she replied, when I asked her what it means to her. “Oh, I don’t really think about it that much. Should I? It has never been an issue for me. I’m more interested in human rights.” Then I sat down with two twentysomethings. “If being a feminist means that there’s equality for men and women—which is how Emma Watson defined it in her UN address—then I’m a feminist,” said one. “For our generation, there’s still this association that to be a feminist means you’re a man-hater,” added the other. “The definition gets in the way of the goals. That said, I would still say I’m a feminist.” When Watson spoke at the UN, she said she was surprised to learn that feminism is such an unpopular word. “If you still hate the word,” she said, “it is not the word that is important but the idea and the ambition behind it.” So, am I a feminist? Yes, but, like some of these women, I identify more with the goals than the term. Pragmatic by nature, I would rather work toward change than contend with any misconceptions the word may conjure. It’s not just a question of semantics; I appreciate that words are immensely powerful. Perhaps the current fourth wave, with its pop-culture champions like Watson, Beyoncé, Lena Dunham and others, will rebrand its meaning so that women and men, regardless of their age, will feel comfortable announcing to the world that they are feminists.

before I wrote this note, I asked a number of women from various age groups whether they define themselves as feminists. Their answers both surprised and enlightened me. One woman in her mid-60s, who has led a remarkably independent and adventurous life, said it never dawned on her to use the term to describe herself. “I never thought for one minute that I didn’t have the same rights as men,” she said. “I always did what I wanted.” Another woman, who came of age during the late ’70s—a watershed moment in the movement’s history—said she would describe herself as a feminist but has never actually said “I’m a feminist.” “I read *The Feminine Mystique* when I was in my late teens, and it changed my life,” she said. “It influenced my views about careers, marriage, having babies...everything. I still see everything through a filter of ‘feminism.’ Gender inequality is everywhere, not just in Third World countries.” I also spoke with a pro-

MUST-READS

In honour of International Women’s Day on March 8, we’ve dedicated this issue to exploring what it means to be a feminist today. Don’t miss the thoughtful piece by Antonia Zerbisias—who co-created the hashtag #BeenRapedNeverReported—on feminism’s online renaissance (page 128) and Clara Young’s essay on why feminism is suddenly trendy (page 70). If there’s any doubt in your mind that women continue to face unimaginable cruelties and profound injustices, read Susan McClelland’s piece on Reyhaneh Jabbari (page 234). This Iranian woman was hanged for murdering a man whom she accused of attempting to rape her. McClelland presents excerpts from some of the letters Jabbari wrote from prison before her death.

Noreen Flanagan

Editor-in-Chief

Follow me on Twitter and Instagram
@noreen_flanagan

We love hearing from you! Please write
to us at editors@ellecanada.com.

TRUST YOUR INTUITION

Revitalizing Supreme
The first creme with
IntuiGen Technology™

Your intuition. It's always right. Just like this breakthrough, multi-action creme that knows precisely what your skin needs. Helps trigger multiple anti-aging effects.

Instantly, skin feels smoother, looks clearer, more radiant—revitalized. In just 4 weeks, 92% of women showed significantly firmer skin.

NEW MASK



ESTÉE LAUDER



EDITOR-IN-CHIEF
Noreen Flanagan

ART DIRECTOR
Brittany Eccles

FASHION FEATURES DIRECTOR
Laura deCarufel (on leave)

MANAGING EDITOR
Christina Reynolds

FASHION DIRECTOR
Denis Desro

BEAUTY DIRECTOR
Vanessa Craft

FEATURES DIRECTOR
Kathryn Hudson (on leave)

FASHION

Fashion Features Editor Lisa Guimond
Executive Fashion Editor-at-Large Juliana Schiavinatto
Fashion & Market Editor Anthony Mitropoulos
Associate Editor Alannah O'Neill (on leave)
Associate Fashion Editor Charlotte Herrold
Assistant Editor Ava Baccari
Content Producer Sarah Thompson

FEATURES

Features Editor Aliyah Shamsher
Associate Editor Sarah Laing

HEALTH & BEAUTY

Health & Beauty Editor Katherine Flemming
Assistant Beauty Editor Victoria DiPlacido

ART

Associate Art Director Elena Viltovskia
Designer Reginald Leung

COPY

Copy Editor Marjorie Dunham-Landry
Production Editor Ciara Rickard
Workflow Editor Liz Guber
Proofreader Jane Fielding

INTERNS

Anita Ehui, Heather Hood, Monika Markovic, Elissa Matsushita, Nezariel Scott, Rebecca Shapiro

CONTRIBUTORS

Max Abadian, Richard Bernardin, Sara Bruneau, Danielle Devereaux, Molly Doan, Fritz, Stephanie Gilman, Tara Henley, Leda & St. Jacques, Joana Lourenço, Georgia Nicols, Heather O'Neill, Marilisa Racco, Chaka V. Reid, Geoffrey Ross, Nelson Simoneau, Sarah Treleaven, Clara Young

MULTI-PLATFORM EDITIONS

Tablet Publishing Manager Jessica Ross *Director, CEEM, Multi-Platform Editions* Jules Obry
Creative Lead, Digital Editions Chris Bond *iPad Specialist/Designer* Andrew Tran

HEARST

President and CEO, Hearst Magazines International Duncan Edwards *Senior Vice-President, CFO and General Manager* Simon Horne
Vice-President, Business Development Patrick Brennan *Senior Vice-President, International Publishing Director* Jeannette Chang

LAGARDERE ACTIVE

Lagardere Active CEO Denis Olivennes *French & International Magazine Publishing Divisions CEO* Constance Benque *International Media Licenses CEO* François Coruzzi *ELLE Brand Management* Françoise-Marie Santucci *Senior Vice-President/ELLE International Director* Valéria Bessolo Llopiz *Senior Vice-President/ Director of International Media Licenses, Digital Development & Syndication* Mickael Berret *ELLE International Productions* Charlotte Deffe, Virginie Dolata *Deputy Syndication Team Manager* Thérèse Genevois *Syndication Coordinator* Johanna Jegou *Copyrights Manager & Digital Syndication* Séverine Laporte
International Ad Sales House: Lagardere Global Advertising, 124 rue Danton, 92300 Levallois-Perret, France
CEO Claudio Piovesana claudio.piovesana@lagardere-active.com
ellearoundtheworld.com

The ELLE trademark and logo are owned in Canada by France-Canada Editions et Publications, Inc. and in the rest of the world by Hachette Filipacchi Presse (France), each LAGARDERE ACTIVE Group companies. ELLE is used under license from the trademark owners.

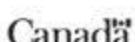
Registered user: Les Publications Transcontinental-Hearst Inc., 1100 René-Lévesque Boulevard West, Montreal, Quebec H3B 4X9.

Contents copyright © 2015 by Les Publications Transcontinental-Hearst Inc. May not be reprinted without written permission. Single copy price: \$3.99+tax.

Full subscription prices: Canada, 1 year, \$24+tax; U.S., 1 year, \$48 (regular); other foreign countries, 1 year, \$146.90 (regular). For subscription inquiries, call 905-946-8319. All reproduction requests must be made to COPIBEC (paper) 1-800-717-2022 or CEDROM-SNi (electronic) 1-800-563-5665. We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage. Printing: Transcontinental Printing G.P., 2049 20th St. E., Owen Sound, Ontario N4K 5R2. Distributed by Coast to Coast Newsstand Services Ltd. Publications Mail Agreement 40064924.

Return undeliverable addresses to ELLE Canada, Subscription Department, 25 Sheppard Ave. W., Suite 100, Toronto, Ontario M2N 6S7. ISSN 1496-5186

CHAIRMAN OF THE BOARD Isabelle Marcoux





DAISY
MARC JACOBS



THE FRAGRANCES FOR WOMEN

MARCJACOBSFRAGRANCES.COM

ELLE

VICE-PRESIDENT & GROUP PUBLISHER

Jacqueline Loch

EXECUTIVE ASSISTANT

Linda Gill

BUSINESS MANAGER

Nancy Baker

ASSOCIATE BUSINESS MANAGER

Vincent Cheung

Advertising Sales, Toronto

General Sales Manager, Consumer Advertising, Print Kelly Whitelock

General Sales Manager, Digital Peter Roland

National Sales Directors Andrea McBride, Anna Vecera Marto

Advertising Coordinator Courtney Kelly

National Account Managers Sheila Cohen, Jillian Dann-Macerollo (Team Lead), Cathy Ellis, Colleen Fava, Sandra Horton, Kathleen Irish, Paul Jaramillo, Cathrine Kinnear, Lennie Morton, Vanessa Watson, Lindsay Weir

Digital Sales Representatives, National Sales Meaghan Brophy, Charlene Colwill, Lucy Emanuele (Team Lead), Crystal Falls, Angela Maxwell, Alicia Perrotta, Andrea Raimondo (Team Lead), Allison Ross, Chnida Walsh

Sales Associates Patricia Mixemong, Erin Suckling

416-733-7600

Advertising Sales, Montreal

Vice-President, Sales (Montreal) Patricia Heckmann

General Sales Manager (Magazines & Digital) Karl Berthomé

General Manager, Creative Services & Multi-platform Media Development Jocelyne Morisette *Chief, Operations* Josée Rivest

Advertising Brand Manager Marie-Isabelle Pépin *Digital Strategy Director* Émeline Brunet

National Sales Directors Patricia Côté, Amy Harbinson, Julie Kerr *Team Lead, Direct Sales* Anne Scheffer

Multi-platform Account Sales Managers, Magazine Stéphanie Cusson, Mélissa Garnier, Kathy Marquis, Stéphanie Mercier, Audrey Pratte

Sales Coordinator Mouna Amal Labbize

onlineadsales@tc.tc 514-392-9000

Advertising Sales, International & U.S.

Lagardere Global Advertising (LGA) International Commercial Director Nelly Streichenberger, nelly.streichenberger@lagardere-active.com

Paris Philippe Leonard (33.1) 41.34.87.53

U.S. Advertising Publicitas North America 212-599-5057

Marketing & Creative Solutions

General Sales Manager Caroline K. Breton *Creative Brand Director* Laura Denton

Content Director Kim Alison Fraser *Managing Editor* Renée Sylvestre-Williams *Manager, Strategy & Ideation* Stevie Gorrie

Strategists Sarah Drake, Jessica Lee, Marcela Perez *Art Directors* Susan Jackson, Suzanne Lacorte, Peter Robertson *Junior Copy Writer* Victoria DiPlacido

Senior Director, Client Delivery Stefany Pierce

Campaign Managers, Client Delivery Melissa Carmichael, Ivan McBurney, Rob Stephenson, Inga Terzopoulos

ELLECANADA.COM

Digital Product Director Alexandra Damiani (on leave) *Senior Director, Web Technology* Pierre Robidoux

DIGITAL PRE-PRESS SERVICES

Team Lead Carol Zephyrine

Production Coordinator Safi Habib

CONSUMER MARKETING GROUP

Vice-President, Consumer Marketing Christopher Purcell

Group Circulation Director Doris Chan

Product Marketing Managers Yen Duong, Amanda Stone *Digital Marketing Manager* Jason Patterson

Director, Newsstand Sales Pat Strangis *Transportation Coordinator* Susan Kuskelin

MARKETING, COMMUNICATIONS & EVENTS

Senior Director Tracy Finkelstein

Manager Silvana Scortino

Senior Specialist Erin Quinn

Specialists Carlie McGhee, Summer Varty, Alyson Young

Senior Designer Colin Elliott

RESEARCH

Senior Research Analyst Eva Chau

*ELLE CANADA IS PUBLISHED BY
LES PUBLICATIONS TRANSCONTINENTAL-HEARST INC.*

TRANSCONTINENTAL MEDIA G.P.

www.tc.tc

President Ted Markle

Chief Digital Officer Bruno Leclaire

Senior Vice-President, Local Solutions, Atlantic Provinces & Saskatchewan Julia Kamula

Senior Vice-President, Local Solutions, Quebec & Ontario Denis Hénault

Vice-President, Finance David Galarneau

Vice-President, Human Resources Anne Grenier

SASHA PIVOVAROVA FOR ZADIG & VOLTAIRE - SS15 AD CAMPAIGN - ZADIGETVOLTAIRE.COM

AVAILABLE AT HOLT RENFREW BLOOR TORONTO - CALGARY - MONTREAL - VANCOUVER - YORKDALE

ZADIG & VOLTAIRE



guest list

MELANIE INGLESSIS

Makeup Artist

THE GIG Montreal-

born, L.A.-based
Inglessis worked her
makeup magic on

cover girl Kate
Bosworth. **QUEEN**

BEY "If I could

work with anyone in the world, it would
be Beyoncé. She is such a force!"



page 144



DAVID ALLAN JONES

Makeup Artist & Hairstylist

THE GIG Originally from Halifax, Jones spent

18 years in Italy before settling in Toronto. He
created the '70s-inspired hair and makeup for
"Almost Famous." **INNER BEAUTY** "There
is no one perfect look except the one that
empowers you—the one that reminds you that
you can do anything you want."

page 102

SUSAN MCCLELLAND
Writer

THE GIG Toronto native McClelland

shares the tragic story of Reyhaneh
Jabbari in "The Last Page of the Book of
My Life." **BIG PICTURE** "These stories
are important. What happens anywhere in
the world impacts us all in some way."



ANTONIA ZERBISIAS
Writer

THE GIG Toronto-based Zerbisias writes

about how feminists are using social media
to promote change and why she co-created
#BeenRapedNeverReported in "Feminism's
Online Renaissance." **#SISTERHOOD**
"Thanks to social media, women have a
voice in the public sphere."



page 128



VAKIS BOUTSALIS
Writer

THE GIG Torontonian Boutsalis explores the

connection—or lack thereof—between feminism
and sports culture. **STEP UP** "I'd like to think
that more men are engaging with feminism and
taking it seriously, but I think it's like with
anything else: Some do and some don't." □



page 134

WANT YOUR YOUTH COLLAGEN BACK?

When it comes to fighting wrinkles, collagen is a powerful asset.

New **StriVectin SD Advanced**, with Collagex-CE Wrinkle Repair Complex, harnesses the latest advances in skincare science to specifically target Collagen III, also known as youth collagen. Powered by patented NIA-114 technology, this new formula is clinically proven to dramatically reduce lines and wrinkles.

94% saw a noticeable difference
in their skin in only two weeks.*



StriVectin®

STRIVECTIN.COM

800 803 9211 SHOPPERS DRUG MART MURALE HUDSON'S BAY



THIS MONTH'S BEST

As a new subscriber to ELLE Canada, I was super-excited when I received my first issue (January 2015) and saw that beautiful homegrown cover model Alana Zimmer was sitting in a teacup at Disneyland! I'm a Disney fanatic (and self-proclaimed fashionista), so you can imagine the big, goofy grin (pun intended) on my face as I laid eyes on the pages of "Forever Young" [ELLE Fashion]. The photos were bright and beautiful and chock full of inspiring combinations. Having married at Disney over a decade ago in a designer gown and mouse ears, I'm no stranger to merging couture and campiness. Big congrats for featuring a shoot at the happiest place on earth. It was insanely inspirational and totally in line with "How to Be Happy in 2015." **MELISSA HANSEN, TORONTO**

ALL HAIL HILARY!

Your images of Hilary Duff [ELLE Celebrity, December 2014] portray her as classy, mature and sexy in such a tasteful way. You've reintroduced her, transforming her from a teenybopper star (who we once knew) to a woman who has direction and confidence—someone we can admire. **MIMMA, BARRIE, ONT.**



ON AN EVEN KEEL

It's great that happiness was the theme of your January 2015 issue. As someone who has struggled with bipolar disorder for the past few years, I was able to relate to Dickson Yewin's thoughts on the subject in Noreen Flanagan's Editor's Note: "Happiness is all about ups and downs, but the goal is to be in the middle," he said. Perhaps this is why it's called a "happy medium." **TOVI, TORONTO**

TRUTH IN

ADVERTISING

I noticed ads from Lancôme, Vichy, Clarins, Olay and Michael Hill in your November 2014 issue, and I really admire that these companies are presenting real women with real wrinkles. It's a better world where ELLE Canada runs images true enough to share with my daughter. **TAMMY BOOTH PETERSON, EMAIL**

FRESH OUTLOOK

As a shameless idealist, bipolar writer and lover of all matters regarding joy, survival and overcoming adversity, I was moved by Noreen's writing on contentment in her January Editor's Note. My life has been riddled with very high ups and very low downs. But I have perceived this to be life's way of forcing me to learn hard lessons so I may achieve higher and higher rewards.

Noreen's note offered me a fresh perspective.

My love for living in the now doesn't need to be a search for another thrill or climb to the top. Life truly can be happy when it is settled and calm.

REBECCA BITTON, TORONTO

CONFIDENCE BOOSTER

My family used to think that I have no fashion sense, but, thanks to ELLE Canada, I'm now up on the latest trends. It has given me a real sense of confidence. Yeah! Thank you.

NEET KAUR, SASKATOON

GO THE DISTANCE

Robert Wiersema's article "Miles Apart" [ELLE Relationship, February 2015] hit home for me, as this past New Year's Eve I met a guy...but he lives on the other side of the country. We have all the markers of this not working out, but, like Robert and his girlfriend did, we're talking

and becoming friends. I didn't talk this much to guys I dated who lived down the street, so who knows what might happen? "Miles Apart" gave me hope that this could lead to something swell.

K. A. ZEMNICKIS, TORONTO

TWEET LOVE

@BonnieFuller Wow #KatieHolmes looks beautiful on the February cover of @ElleCanada! Love the graphic stripes!...

@_sararussell Katie is flawless! #naturalbeauty **@osmialMechEAmb** Love it! ELLE Canada interview: Katie Holmes!

@ZainabMoAli Thank you @SampleSource @ElleCanada for another issue! Love getting things in the mail other than bills #read #relax

@anyageo Such an outstanding cover [January 2015] and editorial. Definitely worth a buy!

@SusanAtTFI Gorgeous shot from @blak_i in Feb @ElleCanada! #loveit #wanteverthing #congrats!



wear it #tightorwide

G-STAR RAW
JEANS

photography by ellen von unwerth | g-star.com

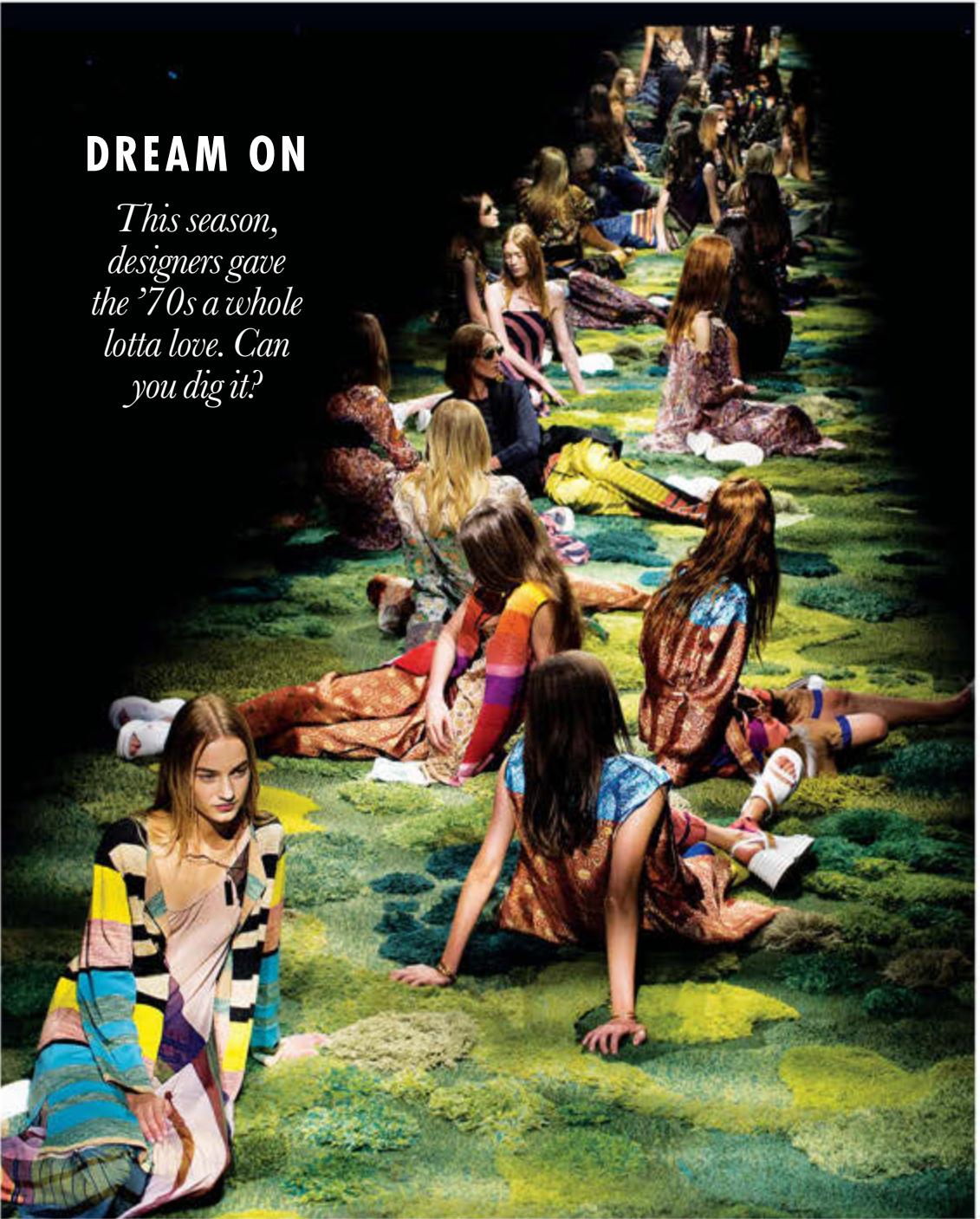


BURBERRY

BURBERRY.COM

ELLE STYLE

FASHION NEWS, SHOPPING HITS & RUNWAY TRENDS



EDITOR'S POV

The '70s dominated the spring/summer 2015 runways, from the Woodstock-worthy frocks at Chloé to the fringe and flares at Emilio Pucci. While Saint Laurent and Tom Ford went glam, channelling Studio 54 with moody hues and metallics, Dries Van Noten took sit-in chic to another level, transforming the carpeted catwalk into a poetic landscape where models lounged luxuriously in bold-patterned vests, silk pyjama-cut pants and diaphanous dresses—a bohemian daydream if ever there was one. **LISA GUIMOND**

MAXTREE (RUNWAY)



THE ROMANTIC MYSTIQUE

Inspired by Sir John Everett Millais' painting *Ophelia*, Dries Van Noten brought the fallen heroine back to life with his s/s 2015 show.





MARCHING ORDERS

Lisa Axelson, creative director for Ann Taylor, on the three items every woman needs this spring.

THE TRENCH "My favourite piece for spring is a soft deconstructed trench coat or a sleeveless trench dress, which I wear as a topper with a coordinating pair of slouchy pants."

THE MESH T-SHIRT "An element of mesh gives your outfit a nod to the sporty trend and looks great paired with more-feminine separates."

THE SUNDRESS "A fit-and-flare dress shows off your figure in a youthful way. Try it in a print or splashy colour. I love bright yellow."

LATEST & GREATEST

STYLE SCOOP

What's cool, cutting edge & important.

OBJECT OF DESIRE CAT-LADY CHIC

A moment, please, for the too-cool-to-be-called-kitschy cat-inspired Felina bags by Elena Ghisellini. The Florentine designer, who got her industry start at Trussardi and designed for Ferragamo and Givenchy before launching her eponymous line in the early '00s, is evidence that practice really does make purr-fect. (Sorry, had to.) We can't wait to get our paws on spring/summer 2015's rainbow-bright iteration (\$1,779, at Blubird, blubird.ca).



OLD SCHOOL

Three new ways to shop vintage.

THE LOBBY SHOP

A trove of high-end vintage European goods has found a new home in the lobby of Toronto's storied Windsor Arms Hotel. Opened late last year, The Treasure Chest (thetreasurechestvintage.com) is a playland of worldly garb (think beaded accessories and luxe furs) from swinging decades past collected by curator—and heiress to the boutique hotel—Samantha Michelle on her regular jaunts through London.

THE POP-UP Vancouver-based stylists Lauren Clark and Lyndsey Chow recycle fashionable goods like silk bombers and print blouses picked up from far-flung destinations for their highly anticipated twice-annual pop-up shops. (Browse and buy online year-round at Hey Jude, heyjudeshop.com.) Follow them on Twitter at @heyjudeshop for the reveal of their spring 2015 date and locale.

THE APP Barneys New York designer Jennifer DeLonge recently launched Reissued, an online-marketplace app that allows users to peruse items from invitation-only international sellers or hunt for that '90s Rick Owens moto jacket through the direct-search tool. It's everything you love about bricks-and-mortar vintage shops—minus the mothballs. ▶

BIOThERM

**ONLY 20% OF THE SIGNS OF AGING ARE INEVITABLE...
THE REST CAN BE VISIBLELY REDUCED.**

BLUE THERAPY

Wrinkles. Dark spots. Firmness.

8 PATENTS

BIOThERM

BLUE THERAPY
SERUM

réparation des signes
visibles de l'âge

visible signs
of aging repair

REDUCE UP TO 8 YEARS OF
VISIBLE ACCUMULATED
DAMAGE IN 4 WEEKS.¹

SMOOTHER SKIN **94%**
MORE EVEN COMPLEXION **86%**
FIRMER SKIN **82%**

A fusion of active ingredients
extracted from 3 powerful aquatic
life forms combined in Biotherm's
best anti-aging formula ever.

www.biotherm.ca Follow us: 



NEW-LABEL ALERT

Make your move in MADE GOLD.

If you've been lagging on your 2015 resolutions, allow L.A.-based womenswear label MADE GOLD to give you a boost. Its Indigo Activewear leggings, bras and sweatshirts are made from a custom nylon blend that moves like yogawear but looks like conventional denim. Helmed by Marta Goldschmied, the 27-year-old daughter of Italian denim legend Adriano, the collection (from \$175, madegold.com) also includes off-duty staples inspired by Hollywood and '90s grunge—think cropped leather moto vests and mesh T-shirts that layer easily over activewear to take it from the gym to the street. #nomoreexcuses



CANADIAN TUXEDO

Homegrown designers collaborate on spring's It blazer.

Call it a match made in fashion heaven: Smythe's Andrea Lenczner and Christie Smythe (a.k.a. the Canadian masters of oh-so-covetable outerwear) teamed up with on-the-rise Toronto-based talents Chloé and Parris Gordon of Beaufille to create one pretty perfect blazer for spring/summer 2015. For their first collab, the foursome reimagined Smythe's classic Smoking Jacket in a custom floral jacquard inspired by vintage chinoiserie brocade (\$695, at Holt Renfrew, holtrenfrew.com). We can only hope this is the beginning of a beautiful friendship. (Pants next, please?) □



"Fashion shouldn't be about wearing a brand; it should be about giving women the tools to create their own personal style. That is what drives me. I want to create confidence through clothes."

—CLARE WAIGHT KELLER, CREATIVE DIRECTOR FOR CHLOÉ



MARCCAIN

Marc Cain Collections

Marc Cain Canada Inc. | Phone +1514 447 4044 | www.marc-cain.com



PLUS ONE

GROOVE THINGS

Make like Bianca (and Mick, for that matter) with ultra-glam accessories straight out of Studio 54.

1. Leather bag, Laura Siegel (\$340, shop.laurasiegelcollection.com).

2. Leather ankle boots, Hilfiger Collection (\$700, tommy.com).

3. Acetate sunglasses, Cutler and Gross (\$600, cutlerandgross.com).

4. Plastic earrings, Shop for Jayu (\$20, shopforjayu.com). 5. Gold-plated neck cuff, Bjørg (\$1,408, shop.bjorgjewellery.com). 6. Viscose knit scarf, Winners (\$79.99, winners.ca). 7. Leather belt, H&M (\$39.95, hm.com). 8. Perspex clutch, Kotur (\$1,069, koturltd.com). 9. Leather platform sandals, Jeffrey Campbell (\$195, jeffreycampbellshoes.com).

10. Crochet-knit turban, Missoni (\$367, at NET-A-PORTER.com).

11. Metal cuff, La Maison Simons (\$18, simons.ca).



STYLED BY JULIANA SCHIAVINATO; GETTY IMAGES (M. & B. JAGGER)



THE BREAKTHROUGH BODY LOTION YOU APPLY IN THE SHOWER.

NEW



1  Wash as usual

2  Apply In-Shower Body Lotion

3  Quickly rinse off

4  Dry off and go

IN-SHOWER
BODY LOTION

FIND IT IN THE BODY LOTION AISLE



NANETTE LEPORE



3



5



2



ISSY MIYAKE



6



7



8



ACNE STUDIOS



9



10



11



SPOTLIGHT

SUNSHINE STATE

Supercharge your spring look in the season's standout citrus hue and get ready for brighter days ahead.

1. Rubber iPhone case, Moschino (\$82, at Selfridges, selfridges.com).
2. Polyester top, Winners (\$19.99, winners.ca).
3. Jacquard jacket, Mackage (\$550, mackage.com).
4. Leather bag, Gap (\$69.95, gapcanada.ca).
5. Polyester minidress, Foxy Jeans (\$60, foxyjeans.ca).
6. Leather shoes, Repetto (\$473, at Gravity Pope, gravitypope.com).
7. Acetate sunglasses, Prabal Gurung (\$455, at Selfridges, selfridges.com).
8. Polyester skirt, Jane Norman (\$45, janenorman.co.uk).
9. Silicone and stainless-steel watch, RumbaTime (\$53, rumbatime.com).
10. Leather wallet, Valentino (\$800, at L'Inde Le Palais, lindedelupalais.com).
11. Python booties, Paul Andrew (\$1,670, paulandrew.com).

STYLED BY JULIANA SCHIAVINATTO; GEOFFREY ROSS (WINNERS, MACKAGE & FOXY JEANS); IMAXTREE (RUNWAY); GETTY IMAGES (BIG BIRD)



HYDRATING

EXTRA STRENGTH
fortifié

hydrate + repair
argan oil
of morocco
SHAMPOO
SHAMPOING

Repair dry, damaged, brittle tresses. This extra powerful blend with **argan oil of Morocco** and **silk proteins** helps intensely hydrate and lock in moisture to give hair a second chance at silky perfection. / Répare les cheveux secs, abimés et cassants. Ce mélange extra puissant d'**huile d'argan du Maroc** et de **protéines de soie** aide à hydrater intensément la chevelure et à préserver cette hydratation, afin de la rendre parfaitement soyeuse à nouveau.

REPAIRING*



Retro



TOMMY HILFIGER



Cotton sweatshirt, Zara (\$19.99, zara.com)



Silk scarf, Tommy Hilfiger (\$130, tommy.com)

Leather booties, Call It Spring (\$69.99, callitspring.com)



Leather saddle bag, Gap (\$110, gapcanada.ca)



Patchwork jeans, Winners (\$89.99, winners.ca)



IRENE

Modern

DOUBLE VISION

PATCH IT UP

Go Berkeley bohemian or modern minimalist in stitched-together multi-toned denim.



Cotton tunic shirt, H&M (\$59.95, hm.com)



Leather purse, Marc Jacobs (\$1,495, marcjacobs.com)

Satin sandals, Aldo (\$60, aldoshoes.com)

STYLED BY JULIANA SCHIAVINATO; IMAXTREE (RUNWAY)

EYE BOOSTER™

\$20

INSTANT LASH
EXTENSION KIT

Inspire serious
lash envy with this
revolutionary DIY lash
extension kit. Brush
on mascara and
lash extensions in 2
minutes to completely
transform your lashes
and see shockingly
outrageous results!
#EYEBOOSTER

WARNING!

Lash extension
addiction WILL occur.
May also trigger
compliments from
random strangers.

No false eyelashes
added to model's
own lashes.

DIY Lash Extension

PHYSICIANS
FORMULA.
Rx For Glamour

SEE THE
SHOCKING VIDEO
PFeyebooster.com





NINE - TO - FIVE

VESTED INTEREST

Chic sleeveless blazers take you from boardroom to cinq-à-sept.



1. Acetate and polyester-crepe vest, IRO (\$574, at NET-A-PORTER.com). 2. Hemp and silk vest, H&M (\$59.95, hm.com). 3. Polyester and spandex vest, Ann Taylor (\$139, anntaylor.com). 4. Wool sleeveless blazer, Adam Lippes (\$1,112, at kirmazabete.com). 5. Cotton vest, Band of Outsiders (\$950, at shoplesnouvelles.com). 6. Alpaca vest, Erika Cavallini Semicouture (\$473.87, at farfetch.com). 7. Faux-suede sandals, Forever 21 (\$35.90, forever21.com). 8. Linen and cotton shirt, H&M (\$39.95, hm.com). 9. Silk and elastane trousers, Liu Jo (\$295, liujo.com). 10. Leather cross-body bag, ECCO (\$245, eccocanada.com). 11. Patent-leather shoes, Stuart Weitzman (\$450, stuartweitzman.ca). 12. Gold and diamond necklace, Ambyr Childers (\$2,625, ambyrchilders.com). 13. Cotton, polyester and spandex culottes, 424 Fifth (\$99, at Hudson's Bay, the bay.com).

STYLED BY JULIANA SCHIAVINATO; IMAXTREE (RUNWAY); GEOFFREY ROSS (ANN TAYLOR)

canada E L L E extra

MARCH 2015

NEW LAUNCHES FROM OUR ADVERTISERS



▲ THE ULTIMATE IN HYDRATION

Your skin has unique needs and Gold Bond Ultimate is here to help. With seven moisturizers and three vitamins, Gold Bond Ultimate lotions will make your skin soft, healthy looking and hydrated.

goldbond.ca

KEEP YOUR
SKIN HYDRATED
THIS SEASON!

Hydramucine Optimal Serum provides intense, long-term hydration and improves water circulation and reserves throughout all the layers of the skin. Suitable for all skin types.



▲ STAY LUXURIOUSLY WARM!

Nicole Benisti Signature Collection is a Canadian brand that offers luxe outerwear for the sophisticated, independent and confident woman. The Fall / Winter collection has a sexy, provocative silhouette that flatters the body and features wind and water-resistant layers that are guaranteed to keep you warm and comfortable. nicolebenisti.com

FINALLY, SHAPEWEAR MADE SEXY! ▶

Feel confident and curvy with this stylish and feminine slip from Body Hush. It lifts your bust while slimming your tummy, waist and love handles. Watch heads turn!

[Bodyhush.com](http://bodyhush.com)



SWITCH TO THE DIVACUP!

Finally, a period care solution that fits perfectly into your workday, social life and sleep schedule. The DivaCup offers 12 hours of leak-free protection, is comfortable, easy-to-use and saves money. Brilliant! divacup.com



Bourjois Paris Healthy Balance Unifying Powder (\$26)

BEAUTY MOOD

RED CROSS

Take a beauty cue from one of spring's most invigorating and lively colours.

M.A.C Toledo
Lipglass in Tenor
Voice (\$20)



DOLCE & GABBANA

MISSONI

Make Up For Ever Blush in Raspberry, Poppy and Morello Cherry (\$25 each). For details, see Shopping Guide.



RALPH LAUREN



MAX MARA



LAROCHE

Shu Uemura Color Lustre Sulfate-Free Brilliant Glaze Shampoo (\$36)



Hourglass Panoramic Long Wear Lip Pencil in Icon (\$33)



Physicians Formula Sexy Booster Cat Eyes Collection Liquid Eyeliner in Ultra Black (\$13)



Clarins Super Restorative Total Eye Concentrate (\$84)

THEBAY.COM/TOPSHOP

A full-page advertisement featuring a woman with long, wavy blonde hair and a high-arched brow. She is wearing a denim jacket with a tear on the shoulder and a belt, paired with dark denim jeans. She is sitting on a white, ornate stool, resting her head on her hand and looking off to the side. The background is plain white.

TOPSHOP

HUDSON'S BAY



Models take it to the street/runway at Chanel's s/s 2015 show.

FASHION'S LIBERATION

Now that feminism is trendy, does this mean you can be a fashionist and a feminist? BY CLARA YOUNG



before I sat down to write this piece, I went out for lunch. One of the starter choices was lamb's testicles served on a bed of lamb's lettuce, a gastronomical foreshadowing if ever there was one. I ordered it.

Some feminists might say that testicles are exactly what is wrong with the world and that the safest place

for them is on a plate. If more testicles were lightly sautéed and served with a delicious *sauce marchand*, perhaps ladies would not be paid less for the same work done by men, work-life balance wouldn't be as crappy as it almost always is and percentage points could be gained on the piddling 5 percent of Fortune 500 companies that currently have female CEOs. And yet, round ▷

four of the feminist saga, which is where we're at, suggests that man-blaming isn't our best game.

Feminism has been many things since the suffragettes, but it has never been trendy. Or seductive. And now it is. All this is virgin territory for the cause. What do we make of Beyoncé's all-caps declaration of feminism at the VMAs seconds after pole dancing? Are we to rejoice over Taylor Swift's coming-of-feminist moment when she realized it meant you could still shave your armpit hair? What is our policy on twerking? What are we to make of Karl Lagerfeld's staging of the Chanel collection as a women's-lib march? Do we want to see tweedy togs accessorized with Herstory placards and quilted minaudières?

"I loved the Lagerfeld moment," says New York-based author and feminist activist Amy Richards. "I didn't take it to be a turning point in feminism but a fun expression of women's freedoms. Freedom to choose fashion—and expensive fashion at that—is certainly low on a priority list, but powerful people expressing a need for feminism is a potential positive for us all."

That feminism has found a place in the fashion world is discombobulating to many. The latter is an industry that obsesses on beauty, the traditional bugaboo of '70s radical feminists whose signs shouted "We're not beautiful, we're not ugly...we're ANGRY!" and the sound-bite-unfriendly "Women are enslaved by beauty standards." And yet, over a hundred years after suffragettes smashed windows, vandalized paintings, threw themselves under race-horses and starved themselves in prison to win the right to vote, and over half a century since the sit-ins, bra-burnings and demonstrations for sexual liberation, equal rights and the control and defence of our own bodies, fashionable is what feminism has become.

And why not? Maybe frivolity has been the missing ingredient in feminism. In the '70s, the personal became political; now it has simply become pop cultural. Notable examples include Emma Watson's #HeForShe speech at the UN, anything Lena Dunham



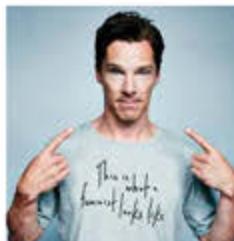
Beyoncé sampled Nigerian writer Chimamanda Ngozi Adichie's "We Should All Be Feminists" TED talk during her VMA performance.



Emma Watson launched the #HeForShe campaign with a powerful and thoughtful speech at the United Nations.



Taylor Swift said that Lena Dunham has helped her realize she's "been taking a feminist stance without actually saying so."



Benedict Cumberbatch, and dozens of other famous men, joined ELLE U.K.'s "This Is What a Feminist Looks Like" T-shirt campaign.

does and the upcoming movie *Suffragette*. And we even have feminist godmother Gloria Steinem making a cameo appearance on *The Good Wife*. Feminism is clearly on a hot streak.

"Feminism is not one of those things that we can afford to have become untrendy," says Carrie Goldberg, a Brooklyn lawyer specializing in revenge-porn cases.

"We need it—even more than we need those Givenchy magnetic shark-tooth earrings. The influence of cool people and role models in entertainment who publicly identify as feminists and give it some sparkle and glamour—like Beyoncé—means that no one has to forsake fame, riches, materialism or sexiness all in the name of feminism. This is modern."

It's a new twist on "having it all" feminism to be able to have your Dolce & Gabbana torero hot pants and wear them too. Beyoncé's VMA performance proved that a Tom Ford bodysuit has everything over the dungarees, Earth shoes and megaphones of protests past and that the era of hair-shirt feminism is over.

Still, it is hard not to think that fashion will throw feminism over like a Burberry trench when the next trend comes along. "Fashion is fashion and feminism is feminism, and nary the two shall meet" is the way it has always been. Lagerfeld may be feminist this season, but will his sisterhood sympathies vanish as quickly as Louis Vuitton velvets from waiting lists? He is, after all, the man who said that Coco Chanel wasn't ugly enough to be a feminist and that Adele was fat. Even Coco, hailed for her liberating tweeds, was nothing more than an equal-opportunity opportunist. "A woman," she once said, "equals envy plus vanity plus chatter plus a confused mind."

And yet...and yet...fashion lurches, if only fitfully, toward feminism. It is still a business of starved pubescent and

Photoshopped women, but there are glimmers that feminist-inspired fashion may outlast spring/summer 2015. Take, for example, the flat shoes that have now been on trend for three full seasons. Cast your mind far, far ▷



NOW FIT ME® FITS YOU EVEN MORE.

BEYOND TONE MATCHING,
SKIN FITTING.



NEW FIT me!® MATTE + PORELESS

- Pores and shine disappear instantly with blurring micro-powders.
- You look perfectly poreless. Totally natural.



12 shades

GO PORELESS!

#THISISMYFIT

maybelline.ca/fitme

MAYBELLINE®
MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.
©2015 Maybelline Canada

*Fashionists
and feminists
are increasingly
finding that they
can play for the
same team—
one that is no
longer made up
exclusively of
women.*

back into the dark ages of spring 2013, when Céline's mink-lined calfskin shower sandals first appeared. Surely there is no more potent clue of female empowerment than the magic presence of comfortable shoes, so appropriate for picketing or throwing at a male chauvinist's head. And the flat-shoe styles have continued, furtively, from Prada's chunky feminist-friendly footwear of fall/winter 2013 to the flat-as-a-pancake boots at Chanel this spring.

Off the runway, there are clues as well that the industry harbours feminist leaders. Take Miuccia Prada. Her Miu Miu "Women's Tales" project began commissioning short films from female directors in 2011; the series now has eight movies made by women, including Miranda July and Zoe Cassavetes. Gucci, too, supports women filmmakers with two different prize awards. But its efforts go beyond the rarefied world of female cinema. Frida Giannini, formerly of Gucci, joined with Salma Hayek and Beyoncé to found Chime for Change, a humanitarian organization that has funded over 390 programs for women's rights and social well-being.

Fashionists and feminists are increasingly finding that they can play for the same team—one that is no longer made up exclusively of women. As Watson said from the podium: "How can we effect change in the world when only half of it is invited or feels welcome to participate in the conversation? Men: I would like to take this opportunity to extend your formal invitation. Gender equality is your issue too."

From abolitionist Frederick Douglass and 19th-century liberal thinker John Stuart Mill to Benedict Cumberbatch in a "This Is What a Feminist Looks Like" T-shirt, there have always been male feminists, though many think it's an oxymoron, like progressive conservative. What distinguishes neo-feminists from many of

their predecessors is that men are no longer being pelted with tomatoes; rather, they are being invited to sit at the table. The new tactic is not man-hating or man-eating but man-evangelizing. Cindy Gallop is an advertising executive and consultant who, among her many projects, is the founder of ifwerantheworld.com and makelovenotporn.com. A self-styled "rampant feminist," Gallop angles her message almost more to men than women in her belief that feminism is not just good for the gander—it's good for the goose. "Men, we live in

a world in which the default setting is always 'men,'" says Gallop. "You have no idea how happy you would be living in a world that is 50/50-influenced, designed, managed, led and driven by women. Men would be released from the constraints of masculinity that society forces on them. If only people realized that women enjoy sex as much as men and that men are just as romantic as women. Many men would love to stay at home with the kids and don't want to work in the corporate power structure that men have designed."

A few seasons back, a little handwritten note was left on every seat at the Givenchy show. It said that not only would the world be better if women ran it but that there would be no world at all if men continued to do so. "Men must find the humility to retreat. Women must step forward and start to forge a new way forward for our species and for all of nature. If there is to be a future on earth that includes us, it will be feminine." Antony Hegarty, who is transgendered and the singer of Antony and the Johnsons, wrote that text in a piece entitled "Future Feminism." But perhaps the future won't be feminist at all or, for that matter, masculinist but humanist, untethered from the petty biological differences of testicles and uteruses. □

A STEP FORWARD

Céline's "furkenstocks" started a flat-shoe revolution that doesn't show any signs of waning.



Céline s/s 2013



Prada f/w 2013



Dolce & Gabbana f/w 2014



Chanel s/s 2015



NOW FIT ME® FITS YOU EVEN MORE.

BEYOND TONE MATCHING,
SKIN FITTING.



NEW
FIT me!®
HYDRATE + SMOOTH

- Hydrates rough and dry patches instantly with smoothing concentrate.
- Look fresh. Smooth. Totally natural.



16 shades

OWN SMOOTH!

TONE + TYPE = FIT me!

My Fit is Hydrate + Smooth 120.

-Marloes Horst

#THISISMYFIT

maybelline.ca/fitme

MAYBELLINE®
MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.
©2015 Maybelline Canada

LISE WATIER

la Crème sublime

UNIQUE AND POWERFUL GLOBAL AGE-DEFYING SKINCARE

The richness of Canadian nature for radiant, deeply rejuvenated skin. The scientists at Lise Watier have extracted the antioxidant power of Labrador Tea and combined it with other key active ingredients, to create a highly effective age-defying complex.

IN JUST 14 DAYS:

Skin more radiant¹

84%

AFTER 4 WEEKS WOMEN SAW:

Wrinkles reduced²

100%

Elasticity improved²

100%

Skin more hydrated³

89%

¹ Clinical measurement study of skin brightness done by Goniolux® on 19 subjects.

² Efficacy clinical studies performed with *Polygonum aviculare* extract performed on 28 subjects.

³ Self-evaluation done by 27 subjects. Percentage of women who agree with the statement.



Unique. Powerful. Sublime.



JEAN THERAPY

Clara Young explores our storied relationship with denim.

NICOLAS GHESQUIÈRE WALKED OUT at the end of the Louis Vuitton show in a faded jean jacket and dark rolled-up jeans. There was nothing fashionable about the double-denim getup: The hems on the jeans weren't selvaged, and the jacket was a little dirty. It just looked like he had stayed up the night before working hard on the collection.

Denim is a fabric that can tell you a lot of things about the person wearing it. And, at the same time, it can tell you a lot of wrong things about the person wearing it. Because denim is the great befuddler—the fabric that is all things to all people. Does the person wearing dark 501s, a white T-shirt and a jean jacket secretly fancy himself a rugged frontiersman? Are faded dungaree overalls a permacultural style statement? Are the Stella McCartney workerwear onesie and the Chloé jean maxi-dress a signal of impending religious conversion? Of course not. Or, rather, probably not. But denim always comes with a backstory, and the narratives mash up in the mix. It is universal yet utterly American. Classic yet rebellious. Dust bowl yet designer.

This season, and the last, designers have been doing denim. Dolce & Gabbana adorned theirs with more embroidery and baubles than a Vatican cushion. Saint

Laurent chopped theirs off into miniskirts and sent them into the mosh pit. But the pale-blue denims at Lacoste, Rodarte, Kenzo, Veronique Branquinho and, especially, Eckhaus Latta are the story.

The pale blues form an interesting little faction in denim's massive comeback. They don't have the over-the-top irony of normcore mom jeans or Jerry Seinfeld acid-washed high-waisted pants. Rather, they possess the Middle American, JCPenney-like gentleness of classic American sportswear, minus the elasticized waist and wide-load seat. "That colour—the jeans I'm wearing right now are a really white blue—that's the colour we are drawn to," says Zoe Latta, who is one half of—with Mike Eckhaus—the bicoastal duo Eckhaus Latta. "The cornflower blue and the sky blue are what we're also really drawn to. The colour is not really a statement in itself; it's a classic idea, without whiskers and weird washes. That's the way we treated the denim. Completely raw, not washed."

Colour isn't the only thing that catches the eye at Eckhaus Latta; the extraneous details do too: the panels that stream off the sides of wide-leg trousers and an apron dress, the mud flaps over skirt pockets, the faux pants-on-pants. Other than the last item, which riffs ▷



on a Comme des Garçons and Junya Watanabe idea, the garments are not aggressively avant-garde. But the pieces conceptually challenge denim's utilitarian code: "We were thinking about denim as a large, expansive plane of a surface and using it in that way...as a tarp," says Eckhaus. "It's a word that has an outdoor quality and the notion of utility—about covering your body and being able to move easily. But when your garment is pouring off your body, that's when the idea of utility becomes a graphic idea."

Jeans are an ideal canvas for ideas, but they are even better carriers of personal history. Jeans embody time. They are one of the few objects left to us that do not feed instant gratification. It takes time to break in a good, durable pair of jeans, for them to develop a legitimate patina. It's like waiting for a bottle of wine to age, a Jamón Ibérico to properly cure or a wheel of brie to lusciously ripen.

For denim purists, the breaking-in process is so long, arduous and smelly, especially for raw denim that must stay unwashed for half a year, that one company hired people to break in its jeans before selling them. *The Guardian* recently ran a story about a Welsh denim company, Hiut, that sends its jeans to "breakers" who wear them religiously for six months. Once properly worn in, the pants are sent back to the company, which then washes and sells them, with breakers getting 20 percent of the selling price.

Our jeans stick with us through thick and thin, through rips and tears, patches, repairs and heart-breaking stains. Our stories seep into them through the seams. Piero Turk is a long-time denim designer for brands like Edwin and Lee who also collects vintage jeans. He says it is the mended jeans in his collection that he likes best. "I love to think about who did this repair—the mother of the guy or whoever. If you had the same repairs done on men's wool pants, you would look like a homeless person, but on jeans, you look richer. They're the personal life of that garment, these repairs." □

Jeans are an ideal canvas for ideas, but they are even better carriers of personal history.

EVOLUTION OF DENIM





You're 7 days away
from noticeably
soft, smooth,
radiant skin.



Dove
beauty bar

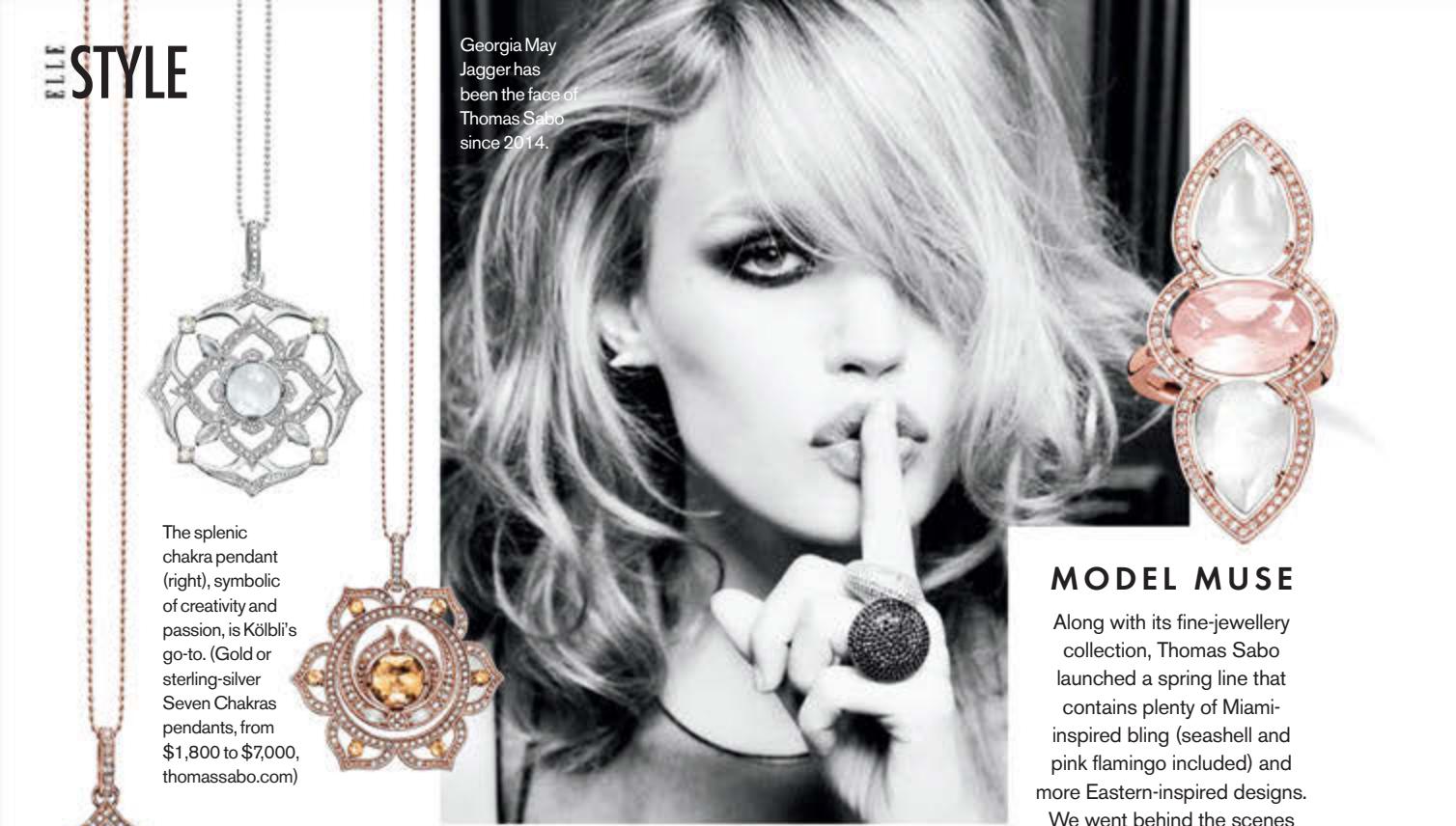
moisturizing cream



Take the Dove 7 day test.
Feel the difference using Dove Beauty Bar, with $\frac{1}{4}$ moisturising cream.
It's not a soap. It's a Beauty Bar.

dove.ca

Georgia May Jagger has been the face of Thomas Sabo since 2014.



The splenic chakra pendant (right), symbolic of creativity and passion, is Kölbli's go-to. (Gold or sterling-silver Seven Chakras pendants, from \$1,800 to \$7,000, thomassabo.com)

BODY & SOUL

East meets West in Thomas Sabo's new fine-jewellery collection.

FOR CREATIVE DIRECTOR SUSANNE KÖLBLI, designing Thomas Sabo's first fine-jewellery line was all about crafting a new story for the brand. Kölbli looked to the East for inspiration for the Seven Chakras, a collection of ornate and delicate pendants that represent the lotus flower in different stages of bloom. Each chakra is adorned with a particular gemstone—diamond, topaz, amethyst, peridot, quartz, citrine or garnet—and corresponds to one of the seven energy points on the body. The flower's physical transformation is symbolic of an evolving state of self-awareness, something Kölbli believes is especially relevant to the modern woman. “At the moment in Western culture, a lot of women are interested in something different,” she says. “They want to be more relaxed, they want to make more time for themselves, they are interested in their bodies and they want to live healthily.” Choosing a chakra means picking a symbol that matches your current state of being (the root chakra, with its crimson-garnet centre, is a good fit if you’re searching for stability) or reflects an area you’re working on (relationship gurus may be drawn to the heart chakra). The tale of maturation reflected in the Seven Chakras is an evolution for the brand, but, Kölbli insists, “I think we still have enough rock ‘n’ roll attitude in us.” □



Thomas Sabo's new London flagship took over a former Royal Mail post office in posh Mayfair.

chakra, with its crimson-garnet centre, is a good fit if you’re searching for stability) or reflects an area you’re working on (relationship gurus may be drawn to the heart chakra). The tale of maturation reflected in the Seven Chakras is an evolution for the brand, but, Kölbli insists, “I think we still have enough rock ‘n’ roll attitude in us.” □

MODEL MUSE

Along with its fine-jewellery collection, Thomas Sabo launched a spring line that contains plenty of Miami-inspired bling (seashell and pink flamingo included) and more Eastern-inspired designs. We went behind the scenes with Georgia May Jagger at the opening of Thomas Sabo's London flagship to find out what jewellery the face of the brand will be wearing this season and how she accessorizes with her favourite pieces.

What are your must-have Thomas Sabo pieces? “I’m in love with the rose quartz ring [above]. It’s my favourite. The teardrop shape elongates your finger.”

What’s your top tip for accessorizing? “With an all-black look, I can get away with multiple things, but I tend to keep it simple, like a ring and a necklace.”

How do you stay balanced? “My mom’s really into feng shui. She has actually got a lot of rose quartz around the house. My family has that New Age hippie thing going on. I think everything in moderation, including moderation!”



Check out Georgia May Jagger's London black book at ellecanada.com.

CANADA'S

styleathome

COLLECTION

Shop today!

Decorate your home
with the effortless and
elegant style of Canada's
premiere decorating
magazine.



See more of the Style at Home Collection,
available exclusively at Sears and online at
sears.ca/styleathome

Sears

JACQUARD BATH TOWELS,
available in six colours, \$22.99;
SOLID SHEET SETS, available
in eight colours, from \$119.99



Kathi Andri will make her runway debut at the "Well Dressed for Spring" fundraiser for the Wellspring Cancer Support Foundation on February 25 at the Bloor Street Holt Renfrew in Toronto.



See our behind-the-scenes video at ellecanada.com/wellspring.



Andri was shot on location at the Four Seasons Toronto. Normally a jeans-and-T-shirt gal, she says that wearing these Pink Tartan looks inspired her to go shopping!

MEET NURSE KATHI

This year's Wellspring model traded her scrubs for high fashion.

A princess. That's how Kathi Andri says she felt when she arrived at the Royal Suite at the Four Seasons Toronto after spending the previous day being pampered at the hotel's spa and then enjoying a dinner with her husband. Eventually he was dispatched home to tend to their kids so Andri could spend a rare night alone soaking in the tub and watching movies. "This morning, I had breakfast in bed and read a newspaper!" she said, laughing. "I can't remember the last time I did that." As a nurse and mother of three, Andri doesn't exactly have a lot of free time. Indeed, time—in the metaphorical sense—is especially precious to her.

Four years ago, at the age of 36, she was diagnosed with invasive carcinoma in her breast. From the moment she found the lump, her world changed. After the diagnosis, she opted for a bilateral mastectomy and six rounds of chemo. "I never thought I'd pick myself up from this nightmare," she recalled. "I never thought I'd feel joy or happiness. Then I went to Wellspring [a Canadian cancer support foundation]. I remember I was crying and this volunteer said to me: 'This isn't the end of you. Look at me;

I'm a 25-year survivor. You might think your life is done, but you can do it.' Wellspring was my soft spot to land. They gave me hope. Nobody gets it, but they do."

A year after her treatments, Andri had reconstructive surgery, which she says helped her regain her self-esteem. But more than accepting the changes to her body, Andri says her biggest hurdle was emotional. "We don't know what our future holds," she explained. "The hardest part for me was this loss of innocence. We all think, when we're in our 30s and 40s, that we are in the prime of our lives and that we'll have a full life and be a grandmother. A diagnosis like this changes that. But you learn to live your life with joy. I've done everything I can to stop the cancer from coming back. Now I want to show people that there is light at the end of the tunnel." □



SCALY DRY SKIN HEALED IN 5 DAYS

New Vaseline® Intensive Care®
relieves very dry skin
from the first application
and heals it with moisture
in just five days.
Clinically proven.

THE HEALING
POWER OF 

 [vaselineCA](#)

FIRST IMPRESSION

"I was wearing one of my dresses the day I met Diana Vreeland," says Diane von Furstenberg of the meeting that inspired her to show at Fashion Week. "I was very nervous, but she loved the dresses, and before I knew it I had started a business."

DESIGN LINES

"I really had myself in mind when I designed it. I wanted a simple dress that I could wear anywhere," says von Furstenberg. The crossover style was inspired by ballerinas' warm-up gear.



FASHION DNA

WRAP STAR

More than 40 years later, DVF's iconic dress is still a symbol of femininity and power.

much has changed for Diane von Furstenberg since 1974, when she posed for her brand's inaugural campaign touting the provocative tag line "Feel like a woman, wear a dress." The dress in question—a simple but sexy wrap style made from soft body-hugging jersey—went on to sell by the millions, turning the Belgium-born, NYC-based designer into a household name. Four decades later, she has 45 boutiques around the world and, like anyone who has truly made it, stars in her own reality-TV show, *House of DVF*. "I had no idea the dress would be so successful," she reflects. "But it turned out to be exactly what women wanted at the time—to go to work and still feel feminine." That much has stayed the same, she says, noting that within her own family, the dress has been a wardrobe staple for her mother, her daughter and now her granddaughter. "It came to represent freedom and independence for generations of women. Fashion is really about expression—this was true in the '70s and it's true now." □

JERSEY GIRL

"The silk-jersey fabric is so important because it moves with the body, and it's lightweight and has just the right amount of stretch—it's like a second skin," says the designer.

BEST DRESSED

Many famous style icons have worn a DVF dress in their day—from Jerry Hall and Cybill Shepherd to Madonna and Kate Middleton. "I think the Duchess of Cambridge is a wonderful modern style icon."

GINGHAM STYLE

Silk-jersey wrap dress (\$513, dvf.com)

EYE STUDIO®
GET EXPERT TIPS AT
MAYBELLINE.CA/BROWDrama



"You'd be surprised what a difference your brows make! This brilliant new tool will add drama to your entire look."

Maibeth M.
Maibeth Madron
GLOBAL BROW EXPERT

For brows that wow:



MAYBELLINE.ca

Emily wears new Eye Studio® Brow Drama™ Sculpting Brow Mascara in Deep Brown.

THE BOLDER BROW.
IT'S EASY NOW!

NEW
BROW
drama™
SCULPTING
BROW
MASCARA

THE HOW

Genius new sculpting ball brush and tinted gel.

THE WOW

Sculpt and tint brows for a sleek and structured brow look.

Available in 4 shades



Clear
Light Brown
Medium Brown
Deep Brown

To get the inspiration, tools and skills for looks that kill, visit
maybelline.ca/browdrama



MAYBELLINE®
MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.™
NEW YORK

©2015 Maybelline Canada



Thomas Sabo

STERLING SILVER

GLAM & SOUL

CONTACT: 1 866 461 9862
INFO@THOMASSABO.CA

WWW.THOMASSABO.COM

ELLE RADAR

TRACKING THE BEST IN MOVIES, BOOKS, MUSIC & ART



PLAY ON

This month, we're vibing on some truly inspiring women.

EDITOR'S POV

I'd like to suggest that we get rid of a phrase I used to abuse but now abhor: "girl crush." The sentiment behind a good old-fashioned "OMG, I'm, like, totally obsessed with her" feeling is real and awesome, but the word "crush" implies that we're carrying an actual romantic flame for a woman (Can you imagine? Oh, right, lots of people do.), and referring to women as girls is very "Don Draper's typing pool." We're better than that.

KATHRYN HUDSON



Naomi and Lisa-Kaindé Diaz of Ibeyi

LATEST & GREATEST

HIT LIST

What we're talking about this month.

LISTEN

First off, are you caught up on *Serial*? (If not, download the podcast about a 1999 murder investigation ASAP.) If you are, you've probably got a gap in your listening schedule that needs to be filled by something that's similarly addictive—but not Taylor Swift (#blankspace). A few suggestions:

NERDETTE

This podcast for your inner geek roves from an interview with Margaret Atwood to puzzling on Miley Cyrus.

SPORKFUL

Waffles versus crinkle fries is among the pressing culinary issues covered in this podcast “for eaters, not foodies.”

99% INVISIBLE

After an episode of this design podcast, you'll never look at an IKEA chair the same way again.

SOULFUL SISTERS

Cuban-born, Paris-raised twins Naomi and Lisa-Kaindé Díaz, 19, are as different as sisters can be. “I am sensitive and impulsive,” admits Naomi, “and Lisa-Kaindé is reflective and calm, so sometimes there's some electricity.”

“We don't see things the same way,” agrees Lisa-Kaindé. But the stunning sisters do share a bond that goes beyond twindom: “We make music because it makes us feel good and alive.”

In fact, their childhood was imbued with melodies and myths. Their mother sang in Yorùbá—a West African language and religion imported to Cuba during slavery. Their father was Latin jazz great and Grammy-winning percussionist Angá Díaz (Buena Vista Social Club), who died suddenly when the sisters were 11. Naomi began playing the cajón drum the day after their father's death, while pianist Lisa-Kaindé explored songwriting and her love of jazz. “Playing music is a way to communicate with him,” says Lisa-Kaindé of their unique sound. And in 2013, the duo Ibeyi (Yorùbá for “twins”) was officially born.

Last summer, tracks from their forthcoming self-titled album were released via XL (the label behind Adele and M.I.A.). Music bloggers went crazy for their sound: ancient yet avant-garde, smouldering and spiritual. “There is prayer in this album,” say Naomi and Lisa-Kaindé, who describe it as modern Negro spirituals. For music lovers, it is bound to be a game changer.

CHAKA V. REID ▶



CAROLINE NÉRON

JEWELRY, HANDBAGS AND ACCESSORIES



available online at
carolineneron.com



ANATOMY OF A DRESS

A dream is a wish your heart makes...and if you always wanted a live-action *Cinderella* starring *Downton Abbey*'s Lily James and

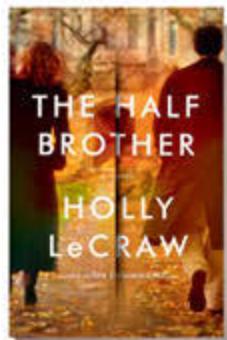
Game of Thrones dreamboat Richard Madden, well, you wished upon the right star. The film bursts with old-school Disney magic and updated stunning visual effects. Best of all, it stars Helena Bonham Carter (who we always assumed was our fairy godmother anyway). Oscar-winning costume designer Sandy Powell, who brought her megawatt talent to the wardrobe, describes the overall look as "1940s does 19th century." And while Cate Blanchett wears some stunners as the evil stepmother, there's just one dress you need to see: the ball gown Cinderella wears to meet the prince. "It was so intimidating!" says Powell. "I wanted the fabric to waft and drift because this dress gets a lot of movement." The finishing touch was the butterfly motif: "Because Cinderella is at one with nature, butterflies land on her dress and become part of the transformation."

Cinderella is in theatres March 13.

OUR LATEST ADDICTION If sun, sand and Coach Taylor (of *Friday Night Lights* fame) make up your dream vacay, pray for a snow day and get ready to binge watch: Kyle Chandler stars in *Bloodline*, a new series coming to Netflix this month. The upstanding (yet deeply-messed-up) Rayburn clan is celebrating the 45th anniversary of the Florida family business, until a black-sheep younger brother crashes the party. It's *Dallas* meets *Revenge* served with a slice of key lime pie. □

CINDERELLA FAST FACTS

250 metres of fabric
4.8 kilometres of thread
9 versions of the dress
53-centimetre waist
Layers of petticoats that are "too voluminous to count" create the "big frilly mass."



READ The plot summary of *The Half Brother*—a teacher at a shabby private school falls for his student—doesn't do justice to Holly LeCraw's beautifully written, utterly heartbreakingly story. It's a family drama written like a Robert Frost poem: Feel the moss of a stone bench under your hand as a tangled mess (maybe, hopefully?) resolves itself.



Dare to go bare with
Canada's  **BB** brand*
for every skin type.

*Barefaced
BB beauty*

Looks naturally flawless.
Feels beautifully hydrated.



ALL-IN-ONE MOISTURIZER
WITH MINERAL PIGMENTS:

- Moisturizes and evens tone
- Smoothes and softens skin
- Brightens skin
- Conceals the look of redness, flaws and imperfections

FIND YOUR BB MATCH
IN THE SKINCARE AISLE OR AT GARNIER.CA

SARAH
GADON
ELLE Canada
Spotlight
honouree



THE WHIMSICAL STARLET

Who would be your dream chairlift mate, and who would you push off the lift into a snowbank? "I'm not a murderer!" says Sarah Gadon. "I don't want to kill anyone, but there are people I would like to give a little nudge to—and I would definitely nudge Jian Ghomeshi. I'd like to see my boyfriend beside me on the chairlift. I travel so much, I never get to see him."

THE BRAT PACK

Dream chairlift mate and who you'd push off?

"I would push off Matt Sadowski, and I'd swoon over Vera Farmiga," says actress Tommie-Amber Pirie, laughing. "I'd push off Tommie-Amber Pirie, and I'd swoon over Woody Allen," adds

Matt Sadowski, who directed and co-produced the film with Peter Harvey. "I'd swoon over Rob Boyd, the Canadian downhill-ski-racing icon. I don't know who I'd push off," says Harvey.

THE RISING STARS

Go-to swear word?

"*uckin' *uck!" says Camille Sullivan. **Dream chairlift mate?** "Kate Beckinsale. She's the only celebrity I saw in person, and I just froze," admits Niall Matter. "My fave? Meryl Streep," says Sara Canning, adding, "My nightmare? Vlad the Impaler. He would impale you with his ski pole and drink your blood." **Fave ski film?** "Aspen Extreme," says Dustin Milligan. "Yeah, friggin' Aspen Extreme, man. That's my total jam."

CAMILLE SULLIVAN
Actor in
Ally Was Screaming

NIALL MATTER
Actor in
Ally Was Screaming

SARA CANNING
Actor in
I Put a Hit on You

STUDIO SESSIONS

We jammed with the stars at the Whistler Film Festival.

We developed our own version of the Proust Questionnaire for all the actors, directors and writers who came to our photo studio during the Whistler Film Festival. We asked them about everything from their go-to swear word to their dream chairlift mate to their fave ski movie. (We even asked them if they knew what a fun box is.)

By Noreen Flanagan *Photographs by Evaan Kheraj*



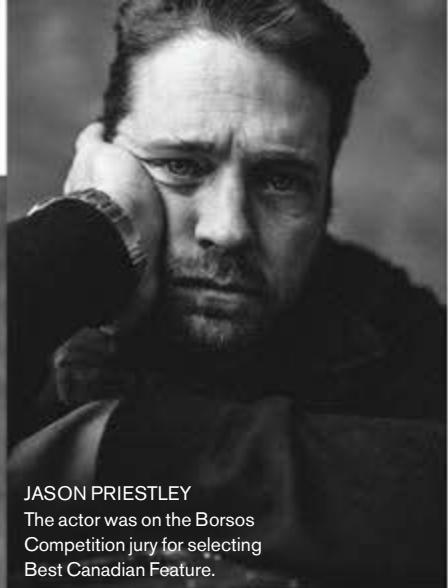
From left: PETER HARVEY, TOMMIE-AMBER PIRIE & MATT SADOWSKI
From *Pretend We're Kissing*, a movie described as a nerdy love story



KIM CATTRALL
Whistler Film
Festival Maverick
Award winner



CHACE
CRAWFORD
The *Gossip
Girl* alumnus
was promoting
his latest film,
Mountain Men.



JASON PRIESTLEY
The actor was on the Borsos
Competition jury for selecting
Best Canadian Feature.

THE LEADING MEN

Go-to swear word? "You dipshit! With kids? Dad-gummit!" says Chace Crawford. **Fun box?** "It's a colloquialism that snowboarders use for the gondola car," says Jason Priestley. "Because what goes on in a gondola with snowboarders? They're either smoking dope or having sex. Ergo the 'fun box'!"

THE MAVERICK

Fave ski film? "Downhill Racer with Robert Redford," says Kim Cattrall. "It was my first ski film—and perhaps my last." **Dream chairlift mate?** "I'd prefer to take the gondola by myself. What I'm finding at this point in my life is that the middle road is very gratifying. It's not about love or hate; it's more about like, and I think that starts with you." **Do you know what a fun box is?** "Yes, I know what that means. I think I own one. I think it's part of my anatomy."



DUSTIN
MILLIGAN
Actor in
Bad City



PETER BENSON, JULIA BENSON,
DAVE COLLETTE & TRACY COLLETTE
The creative minds behind, and starring
in, the comedy *What an Idiot*

THE COMEDY TROUPE **Dream chairlift mate?** "I think Vince Vaughn would be fun," says Peter Benson, who directed, acted in and wrote the screenplay for *What an Idiot*, a film about a man who falls for his female boss and later says he's gay when his attempts to win her over fail. **Fave ski film?** "Ski School. When I was in high school, my friends and I would get together, have a few beers and recite it word for word," says actor Dave Collette. "My favourite lines were 'She's not interested. You are. Here, have a carrot.' It was so random, but it made us laugh every time." ▷



Say "cheese"! We invited the stars to a photo session with our photog, Evaan Kheraj. Check out our slide show online and see which ones were ready for their close-up (even the ones suffering from ski-toque-induced hat hair). **Lights, camera, action!** If you're not sure about Priestley's definition of the fun box—or you just need a laugh—have a look at the video clips of our guests offering up their definitions and also acting out the "wedeln." Not sure what that is? It's in the videos. Go to ellecanada.com/whistler.



JULIE HONG

Dream chairlift mate? "I would love to sit next to Kate Middleton—she's my style icon." **Go-to swear word?** "I don't swear in front of kids. I'm giving the A+ answer of just 'Ahhhh!'" **Fashion's role in film?** "It shapes the personality of the film or TV show. I'm thinking of *Sex and the City*, *The Great Gatsby* and *Breakfast at Tiffany's*. It gives the audience something fun to look at." **If you had an unlimited fashion budget?** "I'd go to Chanel. It's always elegant, simple luxury."

HANNAH CLARKE

Dream chairlift mate and who you'd push off?

"If he were alive, I'd love to sit next to Richard Avedon. I wouldn't want to be beside Kanye West—I think I would be judged way too much!"

Inspiration for your film? "I called it *Vorfreude*, which is a German word for 'anticipation.' We all feel that when we buy an outfit. I wanted to capture that excitement."



Hong's *Fashion in Motion* brought magazine images to life.



Movie time Watch
Julie Hong's winning film as well as the top 10 finalists at ellecanada.com/fashionfilm.

BRIGHT YOUNG LIGHTS

Meet this year's ELLE Canada Fashion Film Competition winner!

Julie Hong's film, *Fashion in Motion*, with its playful movement and animated captions, was an inspired exploration of how print and digital can blend into one lovely fashion dream. Hong joined two other finalists, Hannah Clarke (*Vorfreude*) and Erika Houle (*Walk in the Park*), for a photo session in our Whistler Film Festival studio.



ERIKA HOULE

Nightmare chairlift mate?

"I would hate to sit beside any Olympic athlete because they would put me to shame." **Inspiration for your film?** "In *Walk in the Park*, Zachary Spence and I tell a simple tale of how two people who are getting ready to meet in a park use fashion to show their style." □



Bracelets and charms available
exclusively in fine Jewellery stores
across the United States and Canada.

JENNIFER LOPEZ COLLECTION

by *endless*

endlessjewelry.us www.facebook.com/endlessjewelry



NOBODY'S POSTER GIRL

Meghan Trainor would like everyone to stop over-analyzing, please. BY SARAH LAING

After Meghan Trainor co-wrote “All About That Bass” with producer Kevin Kadish, they spent six months shopping it around. It was passed on by at least a dozen artists. The earworm only became Trainor’s own first single because she played it on her ukulele while auditioning

for über-producer L.A. Reid. So the Nantucket, Mass., songwriter certainly didn’t write the booty-centric hit with the intention of it becoming her manifesto or philosophical statement. In fact, she readily admits that some of the lyrics, like “boys like a little more booty to hold at night,” were coined just to score a catchy rhyme. That’s why, even though the song made her pop’s breakout star of 2014 with a tour and a bestselling EP, Trainor would really like everyone to stop reading so much into it—starting with “scary” feminists. “A lot of Twitter accounts that were called, like, ‘Feminist for life’ were the only ones coming at me saying ‘Your song is just about what men want for women,’” she says. “I was like ‘Uh-oh, they hate me!’” It probably didn’t help that Trainor said she wasn’t a feminist in an interview with *Billboard* last September. “Back then, I couldn’t tell you the definition so I felt bad—I’m just a 20-year-old girl who writes songs,” she explains.

Fast-forward a few months and she has done a little research. “I finally read the definition and I was like ‘Wait, this is me!’” says Trainor, adding that her songs are about getting equal treatment and that Beyoncé is her “all-time favourite person”—partly because they agree that girls “run the world.” That might not be the exact messaging feminists would use, but it’s as deep as Trainor cares to dig on this issue.

She is happier about the fact that her hit song, which begins with a proud declaration that she “ain’t no size 2,” has spread some much-needed body positivity. “When I found out I got a record deal, I was like ‘Oh, God, they’re going to make me exercise and lose weight and wear bathing suits and it’s going to be awful,’” recalls Trainor. “But, actually, they were like ‘We love you just as you are!’”—though she is quick to add that she thinks she’s “normal size.”

In fact, it seems that if Trainor is interested in doing anything as an artist, it’s celebrating her ordinariness. “I want someone to talk about the walk of shame and drunk texting so I don’t feel so bad,” she says. “Everyone does it, but everyone’s just doing love songs.” Luckily, Trainor’s just-released album, *Title*, has songs that grapple with both those topics. □

OMGel!!

At last! Gel without the light!

STEP 1
COLOUR

STEP 2
TOP COAT

no
light
needed



NEW MIRACLE GEL MAD MOD COLLECTION

The ONLY TRUE 2-STEP GEL MANICURE with no light needed. Over 45 shades that wow! And it's only from Sally Hansen. Leading the revolution in gel technology.

2 STEPS • UP TO 14 DAYS OF COLOR & SHINE • EASY REMOVAL

Sally Hansen®

Find your color at sallyhansen.ca



Sally Hansen Canada

Dig Fig

Mad Mod

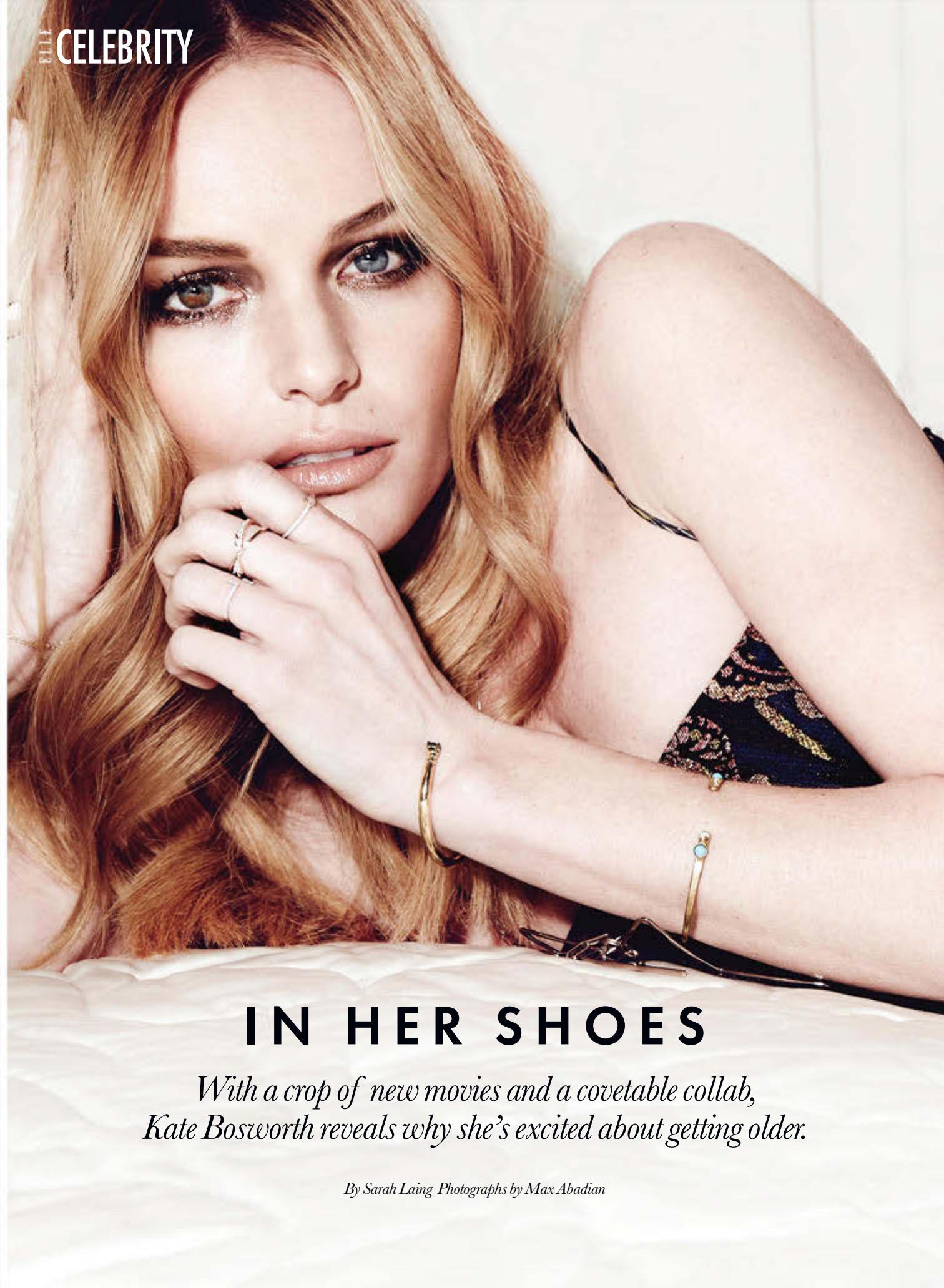
Blacky O

Red Eye

Wine Stock

Twiggy

Mad Women



IN HER SHOES

With a crop of new movies and a covetable collab, Kate Bosworth reveals why she's excited about getting older.

By Sarah Laing *Photographs by Max Abadian*

Silk top (Dries Van Noten),
metal necklace (Tommy
Hilfiger), gold-plated metal
and cubic-zirconia cuff
(Psyche Jewelry), bronze and
turquoise cuff (Aoko Su),
bronze ring (Earthling Jewelry)
and gold and diamond rings
(Ambyr Childers)



W

hen you think of Kate Bosworth, what comes to mind? Almost certainly those eyes, one blue and one hazel, set in a face that's a photographer's dream. Then there's her signature California style. She's one of those enviable fashion savants who move effortlessly from Coachella to Cannes, generating a million Pins along the way. And, of course, we can't have one of these "what we talk about when we talk about Kate Bosworth" moments without bringing up her career—in particular, her defining role in *Blue Crush* as well as her success in indies like *Big Sur* or her most recent role in Oscar contender *Still Alice*.

What you may not know about her is that she's a whisky-drinking romantic who is passionate about female empowerment, clothes and rock collecting. The 32-year-old is also a hands-on, getting-the-right-shade-of-gold-for-a-stud-obsessed shoe designer who just collaborated with Matisse Footwear on a 10-piece collection. In a conversation over the phone (occasionally interrupted by her new and naughty Blue Picardy spaniel pup) a few days after our shoot, Bosworth talks about how the designs were inspired by key moments in her life. So let's take a metaphorical walk in her shoes and see what we can learn....

"THE HOYT" BOOT

On the surface, these boots are a fairly straightforward homage to Ed Ruscha's famous Hot Shot print. Bosworth is an avid art collector and counts this Los Angeles-based artist as one of her favourites. On another level, they also reflect Bosworth's quirky sense of humour.

"I always laugh when people ask me about my high-school style," she says. "I grew up in small-town New England, where the clothing selections—Patagonia, North Face and L.L. Bean—kind of baffled me. It was never about fashion. It was about battling the harsh winter elements." She credits her father, an executive at Ermengildo Zegna, with instilling an early love for quality. "He would bring me on the train to Manhattan," she recalls, "and he'd introduce me to different textiles and explain why one material was more expensive than another."



SPEED ROUND

When I first saw the dresses Oscar de la Renta designed for my weekend wedding celebrations... "I wasn't prepared for the impact of standing with Oscar and looking at the beautiful gowns that he had thought of for me. He was the perfect gentleman and took my arm and led me through it because he could tell I would hit the floor."

Fast-forward a few decades and Bosworth is now known for being an actress and a "hot shot" player in the fashion world. She has two Topshop collabs on her resumé, she launched Jewelmint, a jewellery website, in 2010 and last year she came out with Style Thief, a fashion-finder app. Oh, she's also besties with designer Jason Wu and on a first-name basis with Karl. One of her favourite memories of the famed Chanel designer is the time he escorted her to the Met Ball in 2008 in a van with a disco ball. "Karl introduced me to everyone and made me feel included," remembers Bosworth, who describes the designer as "sensitive, sweet and very funny."

"The greats in this world don't live to intimidate," she continues, referencing Julianne Moore, Sigourney Weaver and Alexander Wang. "They're all incredibly kind." Bosworth is conscious of extending that same helping hand in her own life. She's involved with the tween-empowerment charity I Am That Girl and recently started mentoring an up-and-coming jewellery designer. "Ambyr Childers is just starting out, and I know how daunting that can be," says Bosworth, adding that she still feels like the new girl at school when she walks onto a film set. "I said to her, 'I'm a fan, and if I can help you out, I will.'"

"THE DAWN" SANDAL

Of all the parts Bosworth has played, she is probably most known for her role as a teen surfer in 2002's *Blue Crush*. "I'm proud of that movie," she says, calling it the most important moment of her career. "So many women have told me that it empowered them."

It also inspired her. At the time, Bosworth says, she was only being offered what she calls "typecast roles for a young blond girl." In the film, she plays a female surfer who challenges stereotypes in a male-dominated sport. Now that she's in her 30s, Bosworth says, she's relishing the freedom to choose emotionally demanding roles.

"People talk about the transition that happens for child actors," says Bosworth (who got her start at 14 in *The Horse Whisperer* in 1998). "There's another transition that happens just ▷





Cotton jacket, crepe-georgette shirt, viscose-linen pants and calf-leather belt (Emilio Pucci), brass earrings (Species by the Thousands), brass rings (Aoko Su), brass ring (Psyche Jewelry) and brass and moonstone collar (Pamela Love)

CELEBRITY

Linen dress (Prada). For details, see Shopping Guide. Stylist, Juliana Schiavinatto (P1M.ca); hair, Bridget Brager (thewallgroup.com); makeup, Melanie Inglessis (forwardartists.com); art direction, Brittany Eccles





around 30. I'm most excited about my career now because I can take what I've experienced and translate that into these roles."

In fact, Bosworth was happy to leave her 20s behind. "There's only so much you know about yourself at that age and only so many roles you can play," she says, describing the decade as "beautiful and pure" but also "scratchy." "You get all the battle wounds and scars, but there was a point where I started looking for more complex roles, and I had to wait to grow into that."

Instrumental in this growth was Bosworth's husband, Michael Polish, whom she met when he directed her in the Jack Kerouac biopic *Big Sur*. Polish is 12 years her senior, which is something Bosworth loves. "We're best friends, but he's also my mentor artistically and in life," she reflects. "He can say 'I know this feeling; let me help guide you through this.'"

Bosworth describes herself as a very driven person who takes things on "fully." "Michael is always saying to me 'Patience, darling, patience,'" she says with a laugh, adding that she has learned that not having it all can be a good thing. "It's such a tall order and so much pressure. If everything is polished on every corner, you don't have the jagged edges." This new-found appreciation for "messiness" is influencing the roles she plays. Case in point: the upcoming supernatural horror flick *Somnia*, in which Bosworth plays a grieving mother who thinks she sees her dead son. "I thought this was unusual behaviour," explains Bosworth. "But then I realized that that's the power of love: It makes you do crazy, beautiful things."

"THE SANDRA" SLIDE

When she was six, Bosworth loved collecting rocks and taking them in a shoebox to a local museum. She says that the heel on this slide is a nod to her happy childhood. "You grow up, but there's always a core part that never goes away." She pauses. "I was raised with a lot of love, and I was fortunate because I wasn't looked at in a gender-specific way. My father taught me to throw a football, and he also talked to me about film and art."

Bosworth also credits her mother and grandparents for instilling in her a solid sense of self. When asked if she defines herself as a feminist, Bosworth first compliments Emma Watson for the speech she gave on the subject at the UN, where she invited men to partner with women.

My guilty-pleasure

TV is...

"*Top Chef*, *Chopped* or *MasterChef*"

My favourite

music to blast in the car is...

"The Cure."

My go-to lazy meal is...

"Eggs with avocado and tomato."

When I want to indulge, I have...

"A good cheeseburger or comforting pasta."

The three beauty must-haves I can't live without are...

"Nuxe Rêve de Miel lip balm, Epicuren Herbal Cleanser and Phytocell cream from Scientific Organics."

If I had one hour to myself, I'd...

"Sleep an hour longer! Having a puppy, I'm up at 5 a.m."

The last time I said "no" was...

"A few moments ago, when my puppy was trying to do something bad!"

"I was so moved by her," says Bosworth. "I think the word 'feminist' should feel inclusive and be about equality rather than a tipped scale. She highlighted that so brilliantly."

Bosworth says she wants to nurture that point of view in her 17-year-old stepdaughter, Jasper. "Watching her grow into a young woman, I'm reliving my own life. I've been struck by how that transition is a beautiful journey that can be challenging at times," she says. "Being a stepmom is one of the most important aspects of my life."

The other defining relationship in Bosworth's life is her marriage. Her husband's name comes up often in conversation; apart from being a mentor and an inspiration to her, he is also very clearly her Prince Charming. "It was always a profound connection," she explains. "But getting married gave this a feeling of beautiful permanence." She goes on to add that it's in the lows of life—like her beloved grandfather's illness last year—that she most appreciates her marriage vows. "Our relationship isn't hard, but life is. It feels very deep to know that no matter what gets thrown at you, this person is not going anywhere."

Her favourite photograph of the couple was taken at her August 2013 wedding in Polish's home state of Montana. "The photo was actually an accident," says Bosworth. "We were about to toast each other with glasses of whisky, and then Michael looked at me and said, 'Stop—I want to take a picture of my wife.' And it's the picture that really represents our new life."

It's a life that is filled with rich and varied experiences. Bosworth says she isn't content to just be an actress (although she does have a number of films being released this year, including the thriller *Bus 657* with Robert De Niro). Instead, she wants to follow her bliss, whether that is designing shoes, chasing her dream role or spending time at her Montana ranch writing children's books about her dogs (which she totally plans to do, by the way). What she's not worrying about? What we talk about when we talk about Kate Bosworth. "I learned from a young age not to open that door," she says firmly. "I have wonderful friends and family, and that's what matters." □



ONE LIFE TO LIVE

How Tara Henley learned to be single.

i can't stop crying even though this is a joyous occasion.

It's a bright summer day, and I'm on a picturesque estate in the 18th-century town of Maynooth, Ireland, where my younger brother is marrying a wonderful woman, the mother of his baby daughter, and joining a large Irish family whom I adore. It should be a moment of gratitude. But, instead, it's a reckoning.

I'm 37 years old, single, childless and baffled by my life. The thoughts "What did I do wrong?" and "How did I end up here?" keep running through my head—the same thoughts that have haunted me for years. I have

always wanted marriage and motherhood and assumed that it would fall into place someday. And yet it hasn't. But as I walk across the ▷



there are
no flakes
in this family.*
**ONLY
GORGEOUS
HAIR.**

SOFIA VERGARA AND SON MANOLO
USE HEAD & SHOULDERS,
YOU MEAN YOU DON'T?



*Visible flakes; with regular use.
Controls dandruff. ©2010 P&G

*I quietly
retired from
the shower
circuit, politely
declining all
invitations
other than the
wedding itself.*

property's rolling green hills and breathe in the sunny air, I have a moment of clarity. I can accept this reality—embrace it even. So I decide: I will stop waiting for someone to build a life with and build one myself.

In a sense, I had primed myself for this moment. Shortly before attending the wedding, I had quit my magazine-editing job. Six years of 60-plus-hour work-weeks—even at a job I loved—had drained pleasure from my life. I was burned out and lonely, and I'd given myself the summer to regroup. It was this break that helped me reach a turning point in Ireland.

When I arrived back home in Toronto, I began to research single living. I stumbled upon something surprising: According to Statistics Canada's most recent census, 44 percent of Canadian women are now single (unmarried and not living with a common-law partner)—that's compared to 33 percent in 1986, which is just a year before the divorce rate peaked. And today, one in five will reach their mid-40s without having kids—double the amount of the previous generation, according to a CBC report. A major demographic shift is under way, even if I was unaware of it. I had been experiencing my circumstances privately, individually—wondering what was wrong with me—but this is a collective phenomenon, the result of dozens of societal factors. This discovery helped me to stop asking myself why I was single and start deciding what I was going to do with the life I have.

I found a role model in my friend Carla Turner, a CBC producer. She has a hugely exciting career—think sitting in the White House press gallery a few feet from Obama—but she also has a rich personal life (without kids or a husband) that is full of globe-trotting colleagues, friends from all walks of life and cycling and hiking adventures. “I had to learn how to be alone after my divorce,” she told me. “I had to learn the difference between just being single and being single and happy.” Talking through my life with her helped me craft a road map for my new path.

I decided to go freelance. I sold things, streamlined bills, committed to public transit and rarely ate out. What I gave up in lifestyle I gained in time. My isolation vanished as I caught up with family and friends, went on dates and reconnected with myself. I spent hours cooking elaborate Thai dishes like *khao soi* while listening to radio podcasts. I took up yoga and joined a meditation class. I travelled to New York to roam the streets and sample German-chocolate and red-velvet cakes in boutique bakeries. I went to Tofino, B.C., to hike in forests and walk the beaches in the rain.

Next, I looked for ways to sidestep those soul-crushing Bridget Jones-singleton moments. Since my first tour of duty as a maid of honour at 22, a friend has called every six months to announce her engagement, triggering another round of bridal showers, bachelorette parties, weddings and baby showers. The events always leave me feeling profoundly disheartened. So I quietly retired from the shower circuit, politely declining all invitations other than the wedding itself. I had agonized about taking this step, but, to my amazement, it barely registered with anyone in my circle. I certainly didn't lose friends over it. And it has had a big impact on my well-being.

Then I mustered up all my courage and confronted the issue of motherhood. My desire to have a family had given me an extreme case of ticking-clock syndrome. I was constantly doing the math, running through the timeline: “To have a child before 40, I'd need to be married in six months, pregnant in a year....” I worked hard to hide this from the men I dated, but my forced casualness wound up creating distance.

I had to find a way to take the pressure off. I read *Instant Mom*, Nia Vardalos' memoir about adoption. I talked to a colleague who had adopted two children—we had some great talks about his two teenage girls and how happy he and his wife were with the decision. Then I attended a lecture by Leigh Anne Tuohy, the real-life mother played by Sandra Bullock in *The Blind Side*. Someone in the audience asked her, “Are you still close with your adopted son, Michael?” Her fierce reply has stayed with me: “Are you close with your children?”

I thought back to an experience I had in my early 20s, when I backpacked through ▷



Subaru
Confidence in Motion

2015 XV CROSSTREK
WELL EQUIPPED FROM
\$24,995



IT'S UP FOR IT. THE 2015 XV CROSSTREK.

Do what you want when you want. The XV Crosstrek is ready with legendary Subaru Symmetrical Full-Time All-Wheel Drive and exceptional fuel economy. It's also rated PZEV, which stands for Partial Zero Emission Vehicle, so your footprint is minimal, no matter where your right foot takes you. Learn more at subaru.ca.



*MSRP of \$24,995 on 2015 XV Crosstrek (EX-TP). MSRP excludes Freight & PDI of \$1,650. Taxes, license, registration and insurance are extra. \$0 security deposit. Model shown is 2015 XV Crosstrek Limited Package with Technology Option (FX2-LPE) with an MSRP of \$31,735. Dealer may sell for less or may have to order or trade. Vehicle shown solely for purposes of illustration, and may not be equipped exactly as shown. See your local Subaru dealer for complete program details. [#]Ratings are awarded by the Insurance Institute for Highway Safety (IIHS). Please visit www.iihs.org for testing methods.

THE PERFECT ENCORE TO YOUR WHITENING ROUTINE.

After brushing, Crest 3D White Brilliance Boost whitens your smile with 3X the stain-lifting ingredient.*



I discovered that I need to avoid romantic comedies or any other film or TV show that suggests the only possible happy ending is marriage.

Southeast Asia and volunteered in an orphanage in Chiang Mai, Thailand. I bonded with a two-year-old boy named Sutin. When I arrived in the morning, he'd race across the room, pushing other children out of the way to leap into my arms. He was desperate for attention and affection. One day it fully registered what this meant: He had nobody to turn to. He had no consistent adult in his life—no one who was focused solely on his runny noses, his crayon creations and his chirpy insights about the world. I could be that for someone. I decided if I still wanted to be a mom when I turned 40, I would adopt.

I also realized that there were people in my life right now who could benefit from my maternal care. I started giving it freely, hosting dinner parties for foreign students, packing dinners for a neighbourhood homeless man, baking cookies for my doorman. It was a relief to share my maternal side—and to connect with others in such a joyful way. It helped me to stay focused on the good in my life and not slip into melancholy again.

As a result of all these efforts, I connected with people in my network who were in similar single-and-childless situations. As I listened to their pain and shared what I had learned, I realized that I had left my own unhappiness behind.

It all happened gradually, over the course of 18 months. And, of course, I had occasional relapses. I discovered that I need to avoid romantic comedies or any other film or TV show that suggests that the only possible happy ending is marriage.

I've been watching a lot of documentaries instead.

As my shift in perspective became permanent, I realized that I had been building an exciting life for years—even before I quit my job—and I just hadn't been able to see it. Family and friends had been trying to tell me this for ages as I travelled the world for work, interviewed interesting people and decorated my downtown-Toronto condo. Suddenly, I could see that it was true. I had been so focused on what I didn't have that I hadn't noticed what I do have. I have always needed alone time to recharge. And now, in addition to everything I had before, I have finally carved out whole afternoons to stroll through the Art Gallery of Ontario or pore over *The New York Times*.

I recently read *What Comes Next and How to Like It*, a new memoir on aging by Abigail Thomas. She lives alone in a rambling home in Woodstock, N.Y., with her four dogs. She weathers the ups and downs of life with visits from her four children, 12 grandchildren and her best friend of 35 years, Chuck. She has ample time to paint and write. She scours flea markets for treasures, cooks soup and sleeps all day when she needs to. And you know what? That doesn't sound so bad.

My whole life I had been waiting to be chosen by someone. But I didn't really start living until that day in the Irish countryside, when I chose myself and began to find my own definition of happiness. It's not what I thought I wanted, but it suits me. □



SHAKIRA



WHITENS AS WELL AS A
PROFESSIONAL TREATMENT*
FOR A SMILE THAT SHINES.

New Crest 3D White Whitestrips with Flexfit Technology.

They stretch and mold to your teeth and custom fit your smile for professional-level results in 14 days.

www.3dwhite.com/en-ca

*vs. laser.

life opens up with a whiter smile



3DWHITE™

Available at

SHOPPERS
DRUG MART





THE TIES THAT BIND

*Heather O'Neill
rediscovers
the power
of female
friendships.*

When I was a little girl, living in Virginia, I had a best friend named Courtney. She stole my Bionic Woman doll, clandestinely taking off the toy's dark-blue coveralls and putting a dress on it, thinking I would not recognize it.

"This is not your Bionic Woman doll," she said when I confronted her.

"Yes, it is," I declared. "Look at the panel on her arm. Where you can see all the nuts and bolts underneath her skin."

"I don't know what you're talking about," she said.

I went home weeping. My mother said that she believed Courtney was psychotic and mean. I adored Courtney. She was small for her age and had straight blond hair and was a compulsive liar. I thought that the lying gave her an edge. She made everything difficult, and we had heightened absurdist exchanges on a daily basis. What was there not to like about this amazing girl?

My mother said, rather flippantly, that I had to end the relationship. It's a scary thing to be

a little girl without a best friend, though. It's human nature to couple up, and children don't take the commitment of being someone's best friend lightly. They understand the obligations that come with it. Little girls brag about the length of time they have been best friends with each other like old married couples.

But I didn't have to watch Courtney make other best friends because my mother sent me to live with my father shortly afterwards. So I arrived in Montreal rather pathetic and lonely and terrified.

Perhaps I had abandonment issues, because I began a pattern of messing up my relationships with best friends. I'm ashamed to admit all of the terrible, lame-ass ways I let my female friends down. I got too busy with school or work. I ignored them when I was dating men. The bonds didn't seem important to me.

Then I got to be in my mid-30s and realized that there was something missing from my life. I was at the Montreal Museum of Fine Arts when I saw Laurel for the first time. She had squiggly ▷



RUNWAY HAIR YOU CAN WEAR



As the Official Hair Care Sponsor of Mercedes-Benz Fashion Week in New York, TRESemmé® stylists were behind this season's hottest hairstyles. Learn how you can master their runway looks for the real world at YouTube/tresemmecanada

[/tresemme.ca](#)

[the street stylists](#)

[@tresemme.ca](#)

TRESemmé
USED BY PROFESSIONALS
OFFICIAL HAIR CARE SPONSOR



Mercedes-Benz
FashionWeek

blond hair and coveralls, just like the ones my Bionic Woman wore. She was with a guy, and they were talking loudly about a painting.

I managed to get in on their conversation, totally ignoring the man she was with. We became friends, agreeing to meet again. She had big sparkly blue eyes. She looked right at me when I was talking to her and humorously challenged everything I said. She always wore coveralls, looking like she had just landed on this planet, as if she had come from a galaxy where people were much friendlier and had bigger hearts. Laurel was really, really popular. Everywhere I went with her, people would come up to say hello.

It suddenly seemed like the most wonderful endeavour to make a new female friend. I wanted

It suddenly seemed like the most wonderful endeavour to make a new female friend. I wanted to have a confidante I could argue with and be excited about.

novels of Italian writer Elena Ferrante—almost as if they were a revelatory concept. But women have always had special ties to one another. In the 1960s, British writer Nell Dunn wrote about women who worked in factories and were housewives and who chatted in backyards and on street corners. It was beautiful and wondrous and brilliant. But there was an aura of secret intimacy around their conversations—as if you were listening to someone singing in the shower. It was a very private world, separate from the realms of business and politics.

Now, female voices are part of the public conversation. But there is still a long way to go. In her book of essays, *Bad Feminist*, Roxane Gay professes irritation with women who are proud of only being friends with men. But, of course, that pride has a very distinct history: Professional women *had* to converse mainly with men. It would probably be safe to say that, for the past century, there has existed a direct correlation

between how successful a woman is and how often she speaks to men during the day.

In the past, female fellowship was a hallmark of domestic and emotional importance, but now these relationships are finally being given public respect. Emily Gould's *Friendship*, for instance, is a celebration of two women who meet at work, each becoming the most important person in the other's life. There are no male characters in the book. Gould, who used to be an editor at Gawker and lives in Brooklyn, published her novel in the summer of 2014. It was met with a flurry of both critical acclaim and attacks, likely because the characters are at times unlikeable and self-indulgent—previously the domain of male protagonists.

Gould's novel was inspired by her real-life friendship with publishing insider Ruth Curry, with whom she has created an online feminist bookstore called Emily Books. "Starting a business together raised the stakes of our friendship in ways we weren't prepared for," she explains. She describes how it was necessary for the two of them to deconstruct their relationship and make sure it was working in order to have a successful business.

I thought I would ask for Gould's advice before attempting to gain Laurel's trust. "What do you think are some of the obligations of being a best friend?" I inquired. "You have to avoid checking out of the friendship in favour of a romantic relationship," she responded. "You need to be willing to discuss and fix problems instead of ignoring them and hoping they'll go away, which sounds simple but is actually the biggest obstacle to friendship longevity. You have to recognize that friendships do take work, even really good ones."

Yet friendships retain their magic and intimacy and wonder. As Gould wistfully states: "I imagine us someday as a pair of old ladies with white hair walking around complaining about our rheumatism and yelling at rude teens. It's going to be so great."

Sometimes, I imagine what Courtney and I would talk about had we decided to remain friends and grow old together. Perhaps she would still deny the obvious and refute the status quo like a malicious nihilist philosopher.

For now, I can relish all the strange things I will learn from Laurel. □



Unilever



NEW TRESEMME
PERFECTLY (UN)DONE WAVES

Get the effortlessly (un)done look - shampoo and condition your hair with our weightless silicone-free formula for flowing body and structured texture. Then get creative with our salon styling foam containing sea-kelp, and create salon quality natural looking waves.

www.tresemme.ca



"These Hollywood waves aren't as high-maintenance as they look."

TRESEMME

PROFESSIONAL. AT YOUR FINGERTIPS™



WOOF

You're not crazy: Your dog can understand your words, regardless of whether you use a positive or negative tone. A 2014 study published in *Current Biology* found that pooches can distinguish "meaningful phrases" from emotionally inflected babble. So, next time you ask Fido where your shoe is, don't fall for that blank puppy-eyed stare.

WE ASKED...
AMANDA PALMER
ANSWERED

In her new memoir, *The Art of Asking*, rocker Amanda Palmer, of Dresden Dolls fame, reflects on a lifetime of making big demands and getting bigger results. We asked for her advice on how to handle some of life's thorniest convos.

Q My name is Hannah, but my partner's grandmother insists on calling me Anna. It's so annoying! "Imagine all the shit this grandmother has had poured into her brain—all the names, places, events, cats, books, newspapers, wars—over her 85 years. Now forgive her for not being able to retain the H."

Q My bestie took refuge on my couch after a nasty breakup. Three months later, she's still there. How do I get her to move on without ruining our friendship? "Ask. Gently. Give her a little more time to get out than you're comfortable with. Be an ally and help her apartment hunt. Don't put up the tempting patronizing-bitch wall. If you approach her out of actual care, she'll feel it—and she'll uproot herself."

Q I lent a vintage Dior dress to a friend for a New Year's Eve party...in 2012. Despite friendly reminders, she keeps "forgetting" to return it. "Have dinner in her area, and, post-dessert, swing by when you know she'll be home. Or, even better, lure her to the bar with the promise of a cocktail. Text a heads-up: 'Hey! I'm in your 'hood! Will trade shots of vodka for dress!'" □

SPEAK UP

It's time to get what you're asking for.

2.8%

OF UNIVERSITY-AGE WOMEN WOULD
CONSIDER PROPOSING MARRIAGE,
REPORTS A 2012 STUDY BY THE
UNIVERSITY OF CALIFORNIA

VERY
IMPORTANT
QUESTIONS
ASKED IN
MOVIES

"Who ya
gonna call?"
— *Ghostbusters*



"You know how to whistle,
don't you, Steve?"
— *To Have and Have Not*



"Have you had
many women?"
— *Dirty Dancing*



"How do you catch a
cloud and pin it down?"
— *The Sound of Music*



"Aren't you a little short
for a Stormtrooper?"
— *Star Wars*



Unilever



NEW TRESemme PERFECTLY (UN)DONE WAVES

Get the effortlessly (un)done look - shampoo and condition your hair with our weightless silicone-free formula for flowing body and gorgeous texture. Then get creative with our salon styling foam containing sea-kelp, and create salon quality natural looking waves.

www.tresemme.ca



**"These Boho waves
are as effortless as they look."**

TRESemme

PROFESSIONAL AT YOUR FINGERTIPS™



WOMEN VS. WOMEN

Why are women often harder on one another in the workplace? And how can we get past it?

BY MOLLY DOAN

the “queen bee” portrayals of female bosses in film are numerous, from icy Miranda Priestly in *The Devil Wears Prada* to pushy Margaret Tate in *The Proposal*. (Forcing an employee to marry you takes “bad boss” to the extreme.) Most women in power, however, don’t behave nearly as badly as Hollywood would have us believe. In reality, men are much more likely to be office bullies than women, according to a survey conducted by the Workplace Bullying Institute in 2012. Researchers found that 69 percent of office bullies are male and that when they harass colleagues at work, they choose women 57 percent of the time. But the survey also found that female office bullies disproportionately target other women, choosing female victims 68 percent of the time.

Bullying isn’t the only way women are harder on other women. In a U.S. survey by OnePoll, female participants reported that they spent an average of 20 minutes a day complaining about a co-worker. Forty percent of the women surveyed also admitted to sending a rude message in the past week—compared to only 20 percent of male respondents.

“Women are hard on both themselves and other women and can be quite bitchy and exclusive with one another,” says Suzanne Mercier, founder and CEO of Liberate Leadership, a Sydney-based workplace and behavioural consulting firm that describes its specialty as ▷



LUISA CERANO®

“Women often fight one another instead of fighting to make the pie bigger.”

helping female business leaders “recognize how they support or sabotage their own success.” “We have a sense that there are limited opportunities, and we often fight one another instead of fighting to make the pie bigger,” she says.

Despite these perceptions, many academic studies have found that women actually make better team members in the workplace. A 2013 study published in *The Economic Journal* found that women would rather work in groups and had more confidence in their teammates’ abilities. Another study, conducted by business psychology professors Jennifer Berdahl and Cameron Anderson, concluded that predominantly female teams tend to share

power equally, while predominantly male teams have one clear leader—and that democratic groups perform better than those with a single leader. Still, there are a lot of issues women need to deal with when it comes to working together. So why is that and what can we do about it?

LEADERSHIP ATTITUDES As of June 2014, women held only 4.8 percent of CEO positions in Fortune 500 companies. Part of the reason for this may be that both women and men would rather work for a male boss—in fact, women prefer to work for a male boss even more than men do, according to a 2014 U.S. Gallup survey. It found that 39 percent of women wanted to work for a male boss, compared to 26 percent of men. Gallup has conducted this survey for 60 years, and women have never preferred having a female boss. The gap is, however, closing: 25 percent of women now say that they’d prefer a female boss versus only 8 percent in 1953. (The remaining 36 percent of women surveyed said they had no gender preference for a boss.)

A 2008 study conducted at the University of Toronto hints at why some women may avoid female leaders. The authors found that women working under a female superior reported more physiological and physical distress, such as difficulty falling asleep, increased anxiety and headaches. They determined that the significant factors contributing to employee

stress were job insecurity, demanding work and conflict with management.

Not surprisingly, then, problems also show up in performance reviews. Last year, Kieran Snyder, a Seattle-based linguist and tech entrepreneur, collected 248 performance reviews from the tech industry for Fortune.com. She found that 88 percent of the reviews of female employees contained critical feedback, compared to 59 percent of the reviews of male employees. In addition, 76 percent of the negative feedback given to women included some kind of personality criticism, such as comments that the woman was “abrasive,” “aggressive” or “strident.” Only 2 percent of the men were criticized for their personalities. The gender of the reviewer had no bearing on the results—in other words, women judged other women just as critically as the male reviewers.

“We do judge women more harshly,” says Mercier. “There’s a gender bias—women are supposed to be more nurturing and caring, which are not the characteristics we associate with strong leadership. Women have also been socialized to avoid conflict in favour of passive-aggressive behaviour, and they tend to lack self-esteem. Even if we recognize that we’re good at something, we don’t always see the value in it.”

Some positive notes: Another finding from the Gallup survey was that respondents who had a female boss were more likely than those with a male boss to say they would prefer to work for a woman if they got a new job (27 percent versus 15 percent), indicating that actually working for a woman can change someone’s opinion.

An extensive survey conducted by consulting firm Zenger Folkman and published in the *Harvard Business Review* in 2012 perhaps reveals why: It found that women make better leaders. The firm asked the peers, bosses and direct reports of 7,280 managers at companies around the world to evaluate the leader on 16 different competencies that best indicate overall leadership effectiveness, such as collaborating, inspiring others and building relationships. Women, on average, scored higher in all competencies save one—the ability to develop a strategic perspective. They outscored men by the ▷



SHIFT A SHADE & FIND YOUR
TRUE COLOUR

I wasn't always a redhead.
You'd never know it though, because
it's Nice'n Easy. Natural looking colour
that's always true to you.



SO NATURAL LOOKING, IT'S
CANADA'S #1*

nicen
easy

CLAIROL

Christina Hendricks is wearing Nice'n Easy 6R Natural Light Auburn

*Based on units sold © 2015 P&G

greatest margin in taking initiative and practising self-development, two traits that have long been considered male strengths.

But it's not all good news. The researchers then asked female leaders who did not participate in the study for their take on the findings. The answers they received point to the precarious position that women at the top feel they're in at their companies. "We need to work harder than men to prove ourselves," was one explanation. "We feel the constant pressure to never make a mistake and to continually prove our value to the organization," replied another.

CONFLICTING PERCEPTIONS When women go after other women at work, both sexes tend to view the conflict in the harshest light. (Men who disagree might be described as "butting heads," while women are having a "cat fight.") But the generalizations we make about female-female conflict may not ring true in reality—and they are likely part of the problem.

Researchers Leah D. Sheppard and Karl Aquino, of the University of British Columbia, published a paper in 2013 in *The Academy of Management Perspectives* examining how conflict between two co-workers is perceived depending on the gender of the colleagues. Participants in the study were asked to read a scenario about two managers at a consulting firm having a disagreement. They were told that the names of the two managers were either Adam and Steven or Sarah and Anna. Both female and male respondents thought that the

negative personal consequences for Anna and Sarah would be far worse than for Adam and Steven. Respondents viewed the female-female conflict as being significantly more toxic and assumed that the two female managers would be less likely to repair their relationship and work together productively in the future. Yet in another study, when Sheppard looked at conflict in a real-world setting—she tracked parking-enforcement officers—she didn't find any evidence that female same-sex conflict at work differs from male same-sex conflict in any

meaningful way, after comparing the source of the conflict, the frequency and severity.

"Women don't always have time for manners, thoughtful responses or sitting back to think about how we interact," says Meredith Fuller, author of *Working With Bitches: Identify the Eight Types of Office Mean Girls and Rise Above Workplace Nastiness*. "Sometimes women are juggling so many roles and issues that they're just managing to get by on autopilot and they may not realize how stressed or over-worked they are."

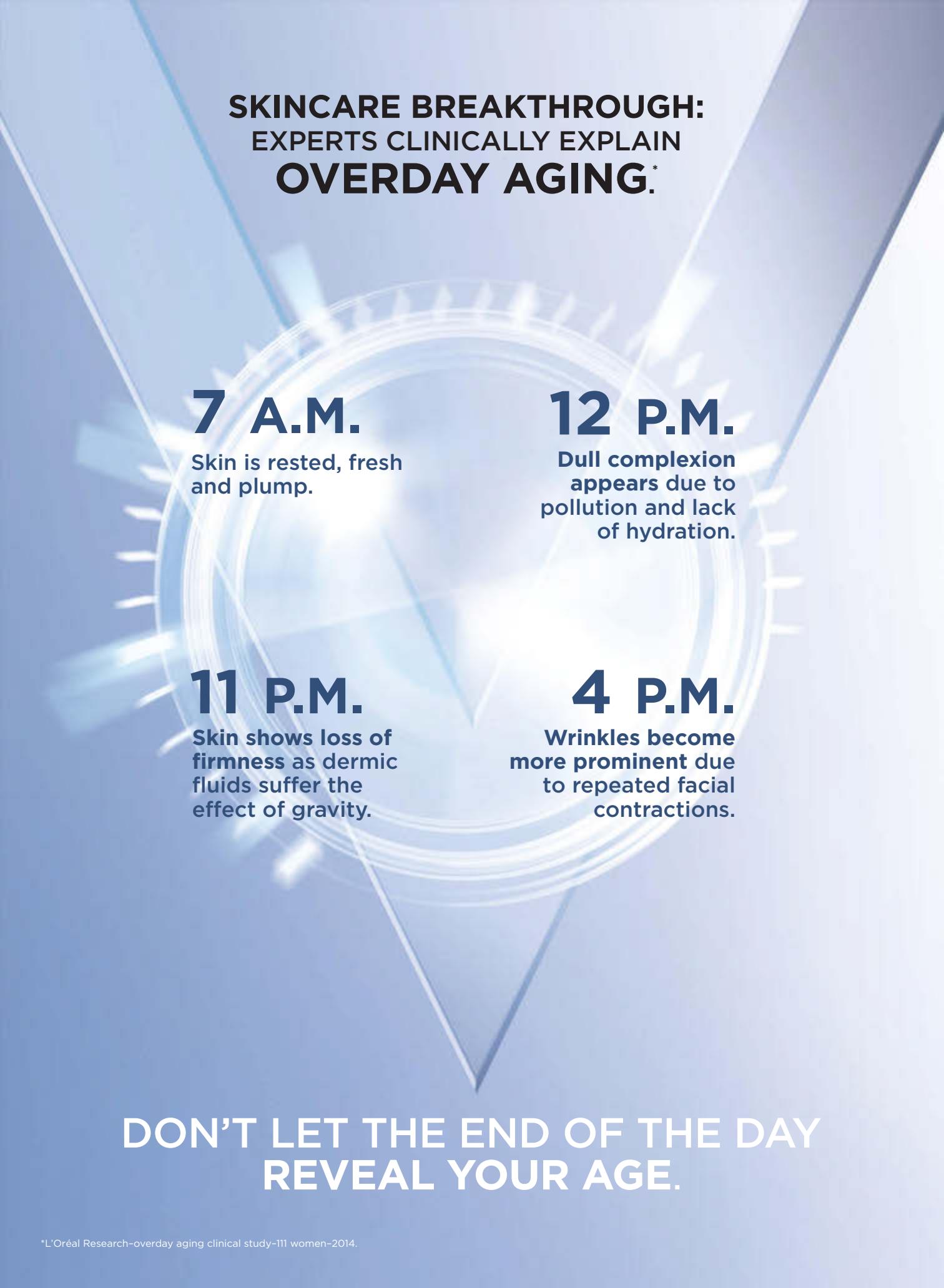
WORKING IT OUT We can certainly all take a moment to assess our own actions and biases—particularly gender biases. But when it comes to dealing with another woman at work who's treating you unfairly, what should you do?

"The only thing you can really control is your job," Peggy Drexler, an associate professor of psychology at Cornell University, writes in an article for HelloGiggles. "Do it the very best you can. Above all, be brutally honest with yourself. Is she picking on you because you're too good at what you do? Or is it because you're not good enough? If you're really good, the odds are in your favour."

Mercier advises initiating a courageous conversation. "Talk to the other woman about how what you're feeling affects your performance at work," she says. "Try to look at the situation objectively. The other person may not be aware of the impact they're having. It's about making sure it doesn't come across as blame. For example, say 'When you do X, I feel Y, and when that happens, my performance suffers.' Women have a tendency to take things personally, which isn't always helpful. Just because someone's grumpy at work doesn't mean it has anything to do with you."

But what if you're dealing with a woman who has no intention of modifying her behaviour? Fuller suggests keeping your distance. "Minimize the damage. Think of yourself as Teflon and let it slide off, and ensure that you don't get caught alone with her if you can help it." Most of all, she adds, "don't try to engage in battle—she has more practice. And don't play the victim—this can easily exacerbate a bullying situation." □

"Women have a tendency to take things personally, which isn't always helpful."



SKINCARE BREAKTHROUGH: EXPERTS CLINICALLY EXPLAIN OVERDAY AGING.*

7 A.M.

Skin is rested, fresh and plump.

12 P.M.

Dull complexion appears due to pollution and lack of hydration.

11 P.M.

Skin shows loss of firmness as dermic fluids suffer the effect of gravity.

4 P.M.

Wrinkles become more prominent due to repeated facial contractions.

DON'T LET THE END OF THE DAY REVEAL YOUR AGE.



**I say no to skin
that reveals my age
at the end of the day.**

 **SENSITIVE SKIN
PARABEN-FREE**
VICHY THERMAL SPA WATER

SEE HOW LIFTACTIV SUPREME WORKS FOR YOU IN YOUR OWN TAILORED ROUTINE

FIGHT OVERDAY AGING

FROM MORNING TO EVENING, DAY AFTER DAY.

NEW

LIFTACTIV SUPREME

[5% RHAMNOSE + ADENOSINE + CAFFEINE + NEOHESPERIDIN]

OVERDAY & LONG-TERM ANTI-AGING CORRECTOR

IN 1 DAY

- SMOOTHER, FIRMER-LOOKING SKIN
- FRESH COMPLEXION ALL DAY LONG

IN 1 MONTH

- WRINKLES LOOK REDUCED BY ^{UP TO} **33%¹**



AT VICHYWORKSFORME.CA/SUPREME

YOUR IDEAL SKIN
VICHY
LABORATORIES

THE NO.1 BRAND IN CANADA² EXCLUSIVELY IN DRUGSTORES

¹ Cosmetoclinical study—result obtained on forehead wrinkles.

² AC Nielsen, #1 skin care brand in Canadian drugstores, sales in \$, TL 2014.

FEMINISM'S ONLINE RENAISSANCE

*A #hashtag revolution
is under way. Just how
far can the social (media)
movement go?*

BY ANTONIA ZERBISIAS



i

t was just another tweet—one of the tens of thousands I have fired off out of frustration with the female condition. But this particular 140-character blast burst out from a place much deeper, much darker, in @AntoniaZ.

I co-created the hashtag #BeenRapedNeverReported. I tweeted it on October 30, just three days after the shocking allegations against Jian Ghomeshi first came out in the *Toronto Star*. A number of unnamed women had charged that the CBC radio host had punched and choked them while they were dating. (As of this writing, none of these allegations have been proven in court. Ghomeshi's lawyer, Marie Henein, has said that he will plead not guilty to seven sexual-assault charges and one count of overcoming resistance by choking.)

When the news broke, many social-media users wouldn't—couldn't—accept the possibility that these accusations of sexual violence against a Canadian cultural star might be true. They questioned why the women waited so long, in some cases years, to make these charges. Why hadn't they gone to the police instead of the media?

It didn't help the women's case that, on the afternoon of his dismissal from the CBC, Ghomeshi wrote a much-circulated Facebook post accusing the public broadcaster of dumping him because of his predilection for what he claimed was "a mild form of *Fifty Shades of Grey*" kink. That post got more than 100,000 likes plus some 50,000 shares.

Initially, countless "innocent until proven guilty" tweets were fired off. Green Party leader Elizabeth May wrote: "I think Jian is wonderful. Likely TMI for an old fogey like me, but his private life is none of our beeswax," echoing many others—including former Liberal cabinet minister Sheila Copps, who posted "@jianghomeshi The state (and the CBC) have no place in the bedrooms of the nation. Good luck and stand tall." But after the *Toronto Star* and other outlets began to publish detailed allegations, and as more accusers came forward, many of Ghomeshi's original supporters, including

May and Copps, apologized for their tweets. The next day, May posted a statement saying "I apologize to those who feel I let them down by appearing to 'take sides' and disbelieve the women who were interviewed by the *Toronto Star*," while Copps later wrote a column saying that her tweet was a "grievous personal lapse in judgement."

Still, when one of the accusers, actress Lucy DeCoutere, stepped out of the shadows and onto the front page, some of the tweets about her were vicious. But something most unexpected also happened. Many on social media—including a lot of men—stepped up like never before. They paid attention, they called out the trolls and they voiced their support.

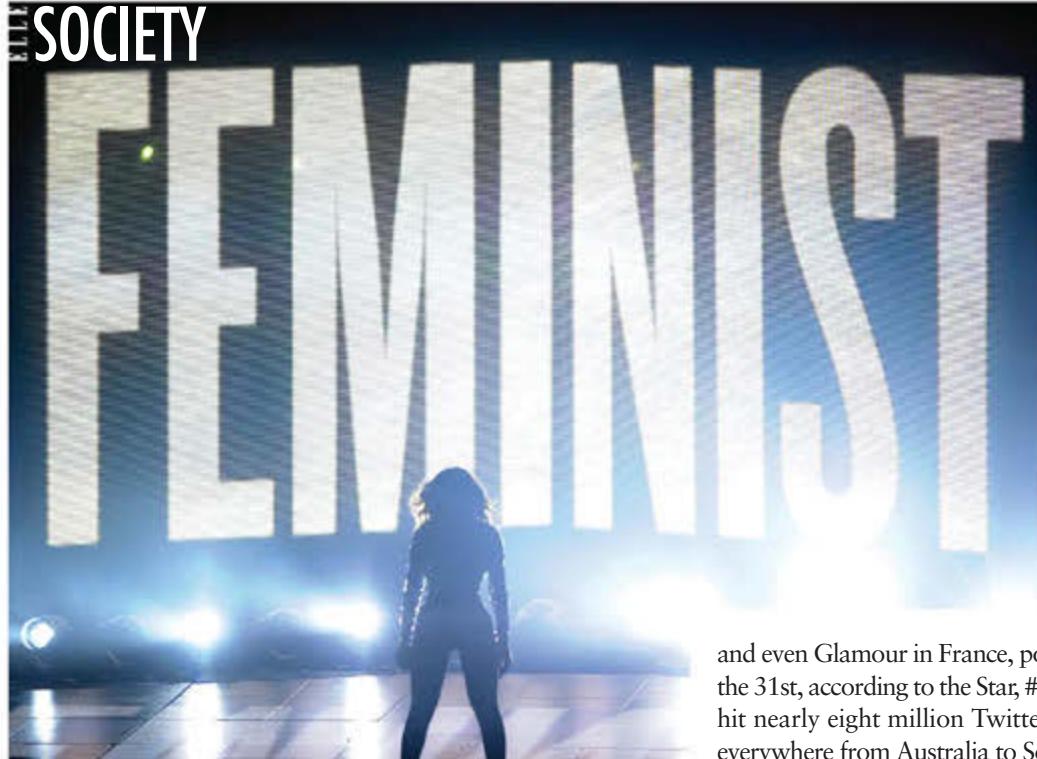
But that wasn't enough for my friend Sue Montgomery, the *Montreal Gazette*'s justice reporter. She messaged me via Facebook to express her outrage and pain, asking me to join her in signing a list that we would circulate among other women who had been raped and never reported it.

I'm not one for lists. Which is why I took a breath and tweeted, at 2:55 p.m. on October 30: "#ibelievelucy #ibelievewomen And yes, I've been raped (more than once) and never reported it. #BeenRapedNeverReported." Over the next few hours I tweeted some more, first a bit warily and then a call to arms: "If all women who've been

raped stepped out of our shame & shared, we would make the stigma go away! #BeenRapedNeverReported #ibelievelucy."

Then came my three-tweet outburst, served up with a what-the-hell-why-should-I-hide-it-I-didn't-do-anything-wrong attitude that came with more than 40 years of distance—not to mention despair and disgust with how rape culture was still a thing, and a big thing at that: "It was 1969 when, if you found you were the only girl in the rec room and no parents were home, it was your fault. #BeenRapedNeverReported" I tweeted. Soon after, I followed with "1970: My friend's friend from out of town 'forgot his wallet' in his hotel room, it will only take a minute. #BeenRapedNeverReported" and then "1974: A half-empty 747 to London. Traveling alone. Fell asleep in ▷

300%
THE
INCREASE
IN THE
NUMBER
OF TWEETS
ABOUT
FEMINISM
IN THE
PAST THREE
YEARS.



TWITTER TAKEOVER

Beyoncé became the subject of two-thirds of all tweets about feminism in the 24 hours following her August 24 VMA performance—without even tweeting herself (she's tweeted just eight times from @Beyonce). It was the sixth-highest volume of conversation about feminism since Twitter started keeping track in 2011.

my seat in the back. Thank Dog for the stewardess. #BeenRapedNeverReported."

Meanwhile Sue (@montgomerysue) was also tweeting: "He was senior flight attendant. I was summer student flight attendant. Learned later there had been many victims. #BeenRapedNeverReported"; "He was my grandfather. I was 3-9 yo. Cops wanted to know why I waited so long to report it. #BeenRapedNeverReported."

We had never shared these stories before. Was it out of shame? Self-blame? Preferring to forget? Were we telling ourselves the assaults no longer mattered? Weren't we survivors, strong, not victims?

It just felt right to let 'er rip. And, considering what happened next, it was indeed a tipping point, a perfect storm that had been building up on social media for months. Mostly women, but also some men, poured out their stories online. And then more did. And then more.

@aeternamcordis tweeted: "Guess what. Me too. #BeenRapedNeverReported"; @corgisaurus wrote: "I was 16. I thought it was all my fault. I thought I'd be in trouble. I lied to my friends & family to cover it up. #BeenRapedNeverReported"; and @gingerlee posted: "#BeenRapedNever Reported Because I still can't say the words out loud. I can type or write it, but saying the actual words, no. Can't do it."

In just 12 hours, the hashtag was trending, first in Canada and then in the United States. Before sunrise, I'd received emails from reporters everywhere. Many websites, including the Huffington Post, Cosmopolitan

and even Glamour in France, posted stories. At midday on the 31st, according to the Star, #BeenRapedNeverReported hit nearly eight million Twitter impressions, registering everywhere from Australia to South Africa.

In Quebec, the hashtag became #AggressionNon Dénoncée and, for a full month, Sue and I juggled interview and talk-show requests from coast to coast and all over the world. Even *Al-Hayat*, one of the leading pan-Arab dailies, did a story on the Arabic version. By year-end, #BeenRapedNeverReported ranked on many Top 10 lists of the most important social-justice hashtags of the year.

SPEAKING OUT Was #BeenRapedNeverReported little more than a virtual global girls' night where we all got together to bitch about the awful things boys do? What exactly does hashtag feminism actually accomplish in real life? For one thing, it has been raising awareness. People are talking about how common sexual assault is, how few rapes are taken to the police and how just a tiny fraction of those result in convictions. Discussions on the meaning of consent have started—and there's talk of making it a compulsory part of educational curricula. Sexual-violence stories have become real news—on front pages and not just relegated to prime-time crime shows.

The day after Sue and I first tweeted it, Julie Miville-Dechêne, president of the Conseil du statut de la femme du Québec, stunned a Radio-Canada host during a live interview by revealing that she, too, had been raped and never reported it. Similar admissions came from other prominent Canadian women, among them Alexa Conradi, president of the Fédération des femmes du Québec, Ontario NDP MPP Cheri DiNovo and even Copps, who revealed that she had been sexually assaulted during her first year as an Ontario MPP and

IT'S A TWEET WORLD

500 million

Number of tweets sent per day.

672 million

Number of tweets sent related to the World Cup in the last half of 2014.

4.5 million

Number of mentions of #Feminism, #Feminist, #TwitterFeminism, #HashtagFeminism, #YesAllWomen and #HeForShe from 2011 to 2014.

HOW TO CREATE A TRENDING HASHTAG

"Go for simplicity, clearness in meaning and resonance," says Kirstine Stewart, Twitter's vice-president of North America media partnerships. "A hashtag can be powerful if it can convey a message that others can easily connect with. #YesAllWomen and #HeForShe—these are short statements that say so much."

also raped by a man she dated more than 30 years ago. The issue of why women who are sexually assaulted keep the crime to themselves, blaming themselves ("Why did I have that third drink?" "Why did I wear that skirt?" "Why did I accept that ride?"), was being talked about. In Toronto, police chief Bill Blair urged victims to report to his Sex Crimes Unit, offering "respectful and compassionate" treatment.

#BeenRapedNeverReported had capped a year of gendered violence, right up there with #BringBackOurGirls, about the kidnapping of more than 200 schoolchildren in Nigeria; #MMIW (missing and murdered indigenous women); #Gamergate (for the death threats against women in the computer-gaming field); #WhyIStayed, in reference to why women fear leaving abusive partners; and #SurvivorPrivilege, which came in the wake of a prominent American columnist claiming that being a rape victim is a "coveted status that confers privileges." Twitter totally called him out.

Some of the above hashtags were fuelled by outrage, others by sarcasm. They received widespread coverage and showed feminists not as the aging, humourless man-haters they'd sometimes been made out to be over the decades but as young and vibrant and with a cutting sense of humour.

NETWORKED FEMINISM That feminism would enjoy a renaissance online is hardly surprising because social media is dominated by women. According to Internet marketer Morra Aarons-Mele, founder of Women Online, women globally drive 62 percent of daily Facebook activity and make up 53 percent of Twitter users. They're more prolific tweeters and tend to be more active across sites such as Pinterest, Tumblr and Instagram.

"The people who comprise women's social networks are more than just strangers on the Internet—women trust their online friends and followers," Aarons-Mele wrote in 2012 in the *Harvard Business Review*. "Women are influencing each other's decisions through non-stop conversations on social media."

"That freedom to share real emotion—anger, sadness, revulsion, joy—is what powers networked feminism," notes Tom Watson on techpresident.com. Watson is the author of *CauseWired: Plugging In, Getting Involved, Changing the World* and president of CauseWired, a firm based in Bronxville, N.Y., that consults on social activism.

"There is a tenacious, super-wired coalition of active feminists prepared at a moment's notice to blow the lid off sexist attacks.... The strongest flavour of networked activism is deeply feminist," he writes.

Networked feminism really took off in the late '90s and early '00s with blogs such as Feministing, Jezebel and Shakesville and their dedicated followers and communities of commenters. It then spread to social media, where feminists could share their stories, report on injustices, advocate for reproductive rights and have a giggle by mocking clueless politicians.

Probably the first overtly feminist action on social media happened in 2003, when Facebook co-founders Mark Zuckerberg and Eduardo Saverin, then students at Harvard, launched FaceMash, a "hot-or-not?" website that was shut down after two campus women's groups complained of sexism and racism. On Twitter, it probably started in 2008, when @fem2pt0 signed on and, two months later, the catch-all feminist hashtag #fem2 was born. From there flowed #vaw (violence against women), #cdnfem (Canadian feminism), #ProChoice, #WarOn Women and many more feminism-focused hashtags.

Remember 2012's #BindersFullOfWomen and #LegitimateRape? Both took off when American politicians publicly made stupid, sexist remarks. Women and men virtually stomped them with so many LOL tweets that the corporate media were forced to cover the gaffes.

A POWERFUL VOICE More hopeful signs have emerged from south of the border, where "the war on women" has made feminism relevant again—and where #HashtagFeminism has had a real impact. In 2012, when the Susan G. Komen Foundation backed out of funding Planned Parenthood over the abortion controversy, social-media protests made it restore its support. And just last year, U.S. President Barack Obama established the White House Task Force to Protect Students from Sexual Assault.

"There have been women on college campuses talking about sexual violence for decades," offers Chris Linder, an assistant professor at the University of Georgia who is conducting a study on the effects of media on sexual-assault activism and awareness. "But many survivors have been isolated on their own campuses. In the age of social media, they find out that there are many more." ▷

If it weren't for social-media pressure, the young men who allegedly sexually assaulted Rehtaeh Parsons might never have faced the courts. The Dartmouth, N.S., teen hanged herself in 2013 after photos of what appeared to be a gang rape were circulated online. A Facebook onslaught forced Nova Scotia justice minister Ross Landry to retract his defense of the RCMP's decision not to lay charges. Late last year, two youths pleaded guilty to producing and distributing child pornography. (So far, none has been charged with the supposed sexual assault depicted in the images.)

In December, after a group of senior dentistry students at Halifax's Dalhousie University were caught posting sexually violent comments on Facebook, a social-media campaign kept the issue in the news. The university's response resulted in a wave of anger, including the creation of the #DalhousieHatesWomen hashtag. In January, 13 students were suspended.

But networked feminism has also revealed that the digital sisterhood isn't as monolithic, nor as cohesive, as many might believe. There are Twitter wars over sex-worker and trans rights between "RadFems" and "Liberal Feminists." There are class wars. And there are race wars. This was seen in 2013's #SolidarityIsForWhiteWomen, which was created by blogger Mikki Kendall in answer to the exclusion of women of colour from mainstream feminist media.

It has been educational, even for those who study and teach feminism. "As a white woman, I can learn a lot from other women's experiences if I am open to other women's stories and do work to make myself more conscious of being more inclusive in my feminist organizing," says Linder.

Carrie Rentschler, associate professor of feminist media studies at Montreal's McGill University, maintains that social media is a teaching tool. "People are learning about feminist issues less in the classroom and more via social-media channels as a kind of peer-to-peer

THE YEAR IN FEMINIST HASHTAGS

#RapeCultureIsWhen This hashtag peaked the same day it was launched, on March 25, 2014, and is used to speak out about practices and attitudes that trivialize rape.

#IfIWereABoy This peaked on April 7 and is often used in relation to Beyoncé's song of the same name.

#BringBackOurGirls First tweeted on April 23, this one peaked on May 10 as a way to raise awareness about the 273 Nigerian schoolgirls kidnapped by Boko Haram. It's the most tweeted feminist hashtag of 2014.

#YesAllWomen First tweeted on May 24, this hashtag is used to share stories about everyday misogyny. It topped one million tweets in its first 48 hours, generating the three busiest days for feminist tweets in 2014.

#AllMenCan This peaked on May 29, the day after it launched. It's a counterpart to #YesAllWomen and is used to comment on how men can better support women.

#SurvivorPrivilege First tweeted on April 30, it peaked on June 9. It was created to respond to columnist George Will's statement that being a rape survivor has become a "coveted status that confers privileges."

#YouOkSis First tweeted on June 7, this peaked three days later. It's used to encourage people to stand up for those who are being harassed on the street.

#MMIW First tweeted on July 26, 2012, it peaked on August 19, 2014. It is used to raise awareness about missing and murdered indigenous women and it was the fourth most popular feminism hashtag in Canada in 2014.

knowledge production. There's definitely something going on."

Veteran Canadian feminist Judy Rebick, who documents how the Internet is changing activism in her book *Transforming Power*, calls what happened with #BeenRapedNeverReported a "powerful movement." "It was all about timing; it was all about hitting a moment," she says. But, she adds, "the problem is, there's nobody to keep pushing. Because once it's not on the front pages anymore, then you need a group to keep building on it." That means stepping away from the keypad and into the street. Taking back the night. SlutWalking. Marching on Parliament Hill. Or does it? "I don't think people organize in the same way anymore, thinking that they actually have to set up a group," insists Rebick. "The challenge is to think about what kinds of structures would work now."

The perceived lack of structure could be what is making many second-wave feminists—those who rose up in the '60s fighting for abortion rights, equal opportunity and pay equity—think that the third wave is a wash, that young women are disavowing feminism as "the f-word" and it somehow doesn't apply to them. But now, clearly, there's hope in a fourth wave that is using technology to organize. Last fall, for example, *Toronto Star* columnist Heather Mallick decried "the loss of feminist leaders who could rally the troops" across Canada. The next morning, she woke up to a Twitter bombardment from what she labelled "hard-left feminists" who reminded her that there were new leaders...if only she would look online. It's a generational, and a digital, divide.

ONLINE COLLABORATION One of the prominent new feminist voices is Toronto political activist Stephanie Guthrie, founder of #WiTOpoli (Women in Toronto Politics). It aims to get more women into civic discourse, and it began by playing a powerful role during the recent Toronto municipal election, ▶



ALISON SHERI



Alberta:

Coaldale | Coaldale Giftware (403) 345 3278

Calgary | Under the Bridge (403) 508 2033

Ontario:

Markham | Peppertree Klassics (905) 294 3882

Manitoba:

Winnipeg | Appareo Fashion Dr (204) 947 9491

Quebec:

Montreal | Elisa G. (514) 288 8546

Laval | En Toute Élégance (514) 699 3020

www.alisonsherি.com

Toll Free 1.877.382.7677



Scan to like us on Facebook.



encouraging female candidates and battling racism during the campaign. It has no structure. Its headquarters is Twitter. Each member of every working group is equal. “One of the problems of older iterations of feminism was that they were too dependent on one leading voice,” says Guthrie. “I don’t want to create a hierarchy, but I do want to build clearly delineated goals. How we organize is as important as what we organize to achieve.”

Without Twitter, there would be no #WiTOPoli. “I have found most of my collaborators on social media,” says Guthrie. “You can tune in to people whose work parallels yours and who can inform your own perspective and practices. You can combine what you have to offer with what other people have to offer and create something.”

But there is clearly a danger in this organizational approach too, laments Linder. “There are people who experience trolling and hateful messages,” she says. Guthrie, like many opinionated women on Twitter, has been subjected to cyber-stalking, rape threats and even death threats. And not all the viciousness comes from men. When Demos, a U.K. think tank, studied online harassment recently, it discovered that women were almost as likely to call one another “slut” or “whore” as men were to use the epithets.

But even that is now beginning to have an upside, according to Rentschler. “The way that rape, sexual assault and harassment and even climate issues, as in hostile-climate issues online, are a problem, so many women online have dealt with such intense misogyny that it has now become a space to respond to misogyny,” she says. A backlash to the backlash, you could say—one that’s also getting public attention.

LASTING CHANGE? Social media has not only resurrected feminist activism; it has redefined it and made it more inclusive, despite the differences within the movement. Feminism is no longer the purview of privileged women with the

#AskHerMore First tweeted on February 28, this peaked on August 25 during the Emmys. It’s most frequently used during red-carpet events to comment on how females are typically asked about what they’re wearing while men are more often asked about their work.

#WhyIStayed This peaked on September 9, the day after it launched. It’s used to speak out about why it’s difficult to leave an abusive partner.

#HeForShe First tweeted on March 4, it peaked on September 25, soon after Emma Watson launched the UN campaign of the same name calling on men and boys to join the movement for gender equality.

#IBelieveLucy This was tweeted on October 29 and peaked on the same day. It was used to respond to actress Lucy DeCoutere’s public allegations of sexual assault by Jian Ghomeshi.

#BeenRapedNeverReported First tweeted on October 30, it peaked the following day. It was created by Antonia Zerbisias and Sue Montgomery to tweet about their experiences with sexual assault; others did the same.

#FeministPrincessBride This peaked on November 13, the day after it was created by Canadian writers Anne Thériault and Aaron Wrotkowski in response to a *Time* story calling for a ban on the word “feminist.” They re-worked quotes like “Have fun storming the patriarchy!”

#DalhousieHatesWomen This hashtag was first tweeted on December 17 and peaked the next day as a call-out to Halifax’s Dalhousie University for its perceived lack of a quick response to news that some male dentistry students made sexually violent comments about female classmates on Facebook.

resources to devote themselves to it. Because social media is democratic, available to anybody with a smartphone, voices long silenced or marginalized now have a platform—and a megaphone. Or at least that’s the case in the developed world, where women have access to the Internet. There are women in many countries, certain Arab states or North Korea, for example, who aren’t part of the new digital feminism. But then, even the men in those countries face censorship and censure for demanding their rights.

While women in those repressive countries may not be on social media, we who are connected are able to educate one another about the plights of women around the world, from those facing kidnapping and rape in war to those affected by climate change.

I would like to believe that digital media can and will help to change the world for women. When something as seemingly small as a trending hashtag elevates our concerns into the mainstream, it can spill into policy-making and result in life-changing decisions. Like this one from @AmazingMavis: “Today’s big update: #BeenRapedNeverReported... After 2 months I can finally say today that I have reported and pressed charges.” This is just one of many tweets like this. Women went to the police because, via the hashtag, they learned that there is no statute of limitations on sexual-assault charges in Canada and they decided to tell their friends, families and partners.

There’s absolutely no doubt that millions of us have been empowered by trending hashtags. If only there were ways to count them all and to measure the real-life impact. Many people said that Sue and I were brave to come out. I don’t know about that. She and I, as professional journalists, are used to living life out loud, spilling our guts and exposing our emotions to faceless strangers.

But now all women can be leaders. And all can, and should, be followers. Where we go next is up to all of us. All it takes is 140 characters. □

ELLE CANADA SPOTLIGHT RECEPTION AT THE WHISTLER FILM FESTIVAL



1



2



4



3

5



Jason Priestley



Chace Crawford



Sarah Gadon



6

1 Noreen Flanagan, editor-in-chief, ELLE Canada and Shauna Hardy Mishaw, executive director of the Whistler Film Festival 2 Heidi Janzen, Sorel and Tracy Finkelstein, ELLE Canada 3 ELLE Canada Fashion Film Competition finalists 4 Cast from the film The Cocksure Lads Movie 5 Actors Niall Matter, Camille Sullivan, Sarah Gadon, Sara Canning and Dustin Milligan 6 Eddie Malter, Kristina Argento, Audrey Langlois and Hugo Thibault, L'Oréal Paris

PHOTO CREDIT Evaan Kheraj

ELLE
CANADA

whistler
FILM FESTIVAL
DEC 3 - DEC 7, 2014

L'ORÉAL
PARIS

SOREL

VANCOUVER

See more exclusive celebrity photos and videos from the ELLE Canada Photo Studio at ellecanada.com/whistler



A DANGEROUS GAME

A plague of domestic assault, lies and broken trust: why being a sports fan doesn't feel fun anymore. BY VAKIS BOUTSALIS

i've been watching the Toronto Raptors since they played their first game almost 20 years ago. I was watching when Alvin Robertson scored the first basket. I was watching when the roster consisted of NBA Z-listers like Tony Massenburg and Zan Tabak. I was watching the night the unheralded Acie Earl scored 40 points, which even Earl's mother wouldn't have predicted. I watched Vince Carter's meteoric rise in the late '90s and his subsequent fallout with fans and management. Now, I'm watching with glee as the team strings together its greatest regular-season run in two decades.

The Raptors' recent success is especially gratifying because I've been cheering with my infant daughter in my lap. Sometimes it seems as if she's watching too; mostly she just wants to eat the remote. We all have our priorities. Either way, I get to hold her and dream of the day she becomes a cognizant fanatic, like her dad. If my early attempts at #WeTheNorth indoctrination work, she'll love this team as

I do and I'll be able to use sports to impart life lessons: I can tell her how Raptors star point guard Kyle Lowry overcame his reputation as a coach's headache and became the unquestioned leader of the team; I can show her the importance of teamwork, dedication to your craft and the value of hard work.

Yet despite my enthusiasm, in the back of my mind, I can't help but wonder: What if I weren't a Raptors fan? What if, instead, I were a lifelong devotee of the NFL's Baltimore Ravens? While I want to pass on my love of sports to my daughter, sometimes that world is appalling.

One month before my daughter was born, Ravens running back Ray Rice knocked out Janay Palmer, his then fiancée, now wife, in an Atlantic City casino elevator. It certainly wasn't the first time a prominent athlete had attacked a woman, but perhaps because my own daughter was due in a matter of weeks, I followed the story with particular contempt and incredulity. I mean, Kobe ▷

the social

JOIN THE CONVERSATION
WEEKDAYS 1 / 2 ATLANTIC



@TheSocialCTV

TheSocial.ca



Bryant was among my favourite players when he was charged with sexual assault in 2003. When he was never prosecuted, the incident slipped from my mind.

I have yet to forget about Ray Rice and Janay Palmer. They were both arrested the night Rice struck Palmer, but the story didn't tip into public consciousness until TMZ released a video four days later. The security-camera footage showed Rice callously dragging Palmer's limp body out of the elevator and into the casino lobby. Five months after the arrest, the NFL suspended Rice. For two games.

It's hard to overstate how likeable the core of the Raptors has been for the past year and a half. This season started with an unprecedented 13-2 run, on the heels of winning a franchise-record 48 games the previous year. But it's more than just victories and losses. After a succession of stars (Damon Stoudamire, Marcus Camby, Tracy McGrady, Vince Carter, Chris Bosh) found success in Toronto only to slip away to other franchises, the team now has a group of players committed to the city. On the court, the players know their roles. They share the ball. They defer to their teammates. They trust one another. Off the court, the group seems more like a cast of Disney characters than a professional basketball team. There's an inordinate amount of young fathers on the roster: Lowry, DeMar DeRozan, Amir Johnson, Greivis Vasquez and even the coach and general manager have young children. There are endless social-media posts of teammates and their families spending holidays together, holding one another's kids and being otherwise adorable. CBS Sports basketball reporter James Herbert calls the Raptors the "awwwiest team in the NBA."

Being a fan means getting wrapped up in the narrative of your sport, so it's easy for me to hold my daughter and applaud these likeable, hard-working young men. But what about when the story turns dark?

This past year was rife with athletes getting charged with domestic violence. Former NBA centre Greg Oden was arrested for beating his girlfriend in August and is awaiting trial after pleading not guilty. L.A. Kings defenceman Slava Voynov is facing felony domestic-violence charges and a possible nine-year maximum-security prison sentence. Charlotte Hornets forward Jeff Taylor pleaded guilty to misdemeanour domestic violence and malicious destruction of hotel property after shoving a woman he was dating in a hotel hallway and served a 24-game suspension because of it. Then, last June, power

The list of athletes accused of heinously mistreating women seems depressingly endless, even if those accusations don't always end in convictions.

forward James Johnson was arrested for domestic assault. His case was dismissed when his wife did not show up in court. Johnson later signed with the Toronto Raptors, the awwwwiest team in the NBA.

The list of athletes accused of heinously mistreating women seems depressingly endless, even if those accusations don't always end in convictions. And while these violent crimes are certainly not relegated to the world of pro

sports (well-heeled entertainers like Jian Ghomeshi, Bill Cosby and Woody Allen all came under fire for allegations of sexual assault in 2014), the tragedy is that male athletes are bred by a hyper-competitive culture to be the strongest, fastest and most capable of causing harm.

Rice and Palmer got married in March 2014. Initially, the Baltimore Ravens showed overwhelming support for Rice, defending his character and calling him a leader. During a press conference in May, Palmer said, "I deeply regret the role that I played in the incident that night." Her statement was later sent out from the team's official Twitter account.

The laughable two-game suspension was announced in July, and NFL commissioner Roger Goodell spent the rest of the summer defending his leniency. Goodell said he was convinced that a shorter punishment was appropriate after meeting with both Rice and Palmer. In contrast, Goodell suspended Cleveland Browns wide receiver Josh Gordon for the season after he was caught smoking marijuana—a drug that is legal in four American states. (He was reinstated after 10 games but suspended again five games later for violating a team rule.)

A past-his-prime star still capable of running with extraordinary speed and power, Rice was given the benefit of the doubt. In August, he played a pre-season game in Baltimore and received a rousing standing ovation. One month later, TMZ released a second video revealing the abhorrent scene inside that Atlantic City elevator. It showed Rice cocking back and swinging. It showed Palmer's head smashing into the elevator railing before she fell to the floor. It showed Rice struggling with the slack weight of Palmer's body as he dragged her from the elevator. A few hours after this video was released, the Ravens terminated Rice's contract and the NFL suspended him indefinitely.

Sports make up a significant part of my life. Every day, I pore over the latest news. In the winter, basketball is all▷

CANADA

ELLE

Canada.com



DON'T MISS IT!

1.

Hot pants! How to wear this season's take on denim.

2.

The hair + makeup trends you need to know about from our Spring/Summer 2015 Beauty Trend Report.

3.

The new class of celeb feminist icons.

MAXTREE (RUNWAY & BACKSTAGE); ISTOCK (PALM TREES)



NEWSLETTER

Sign up at ellecanada.com/newsletter and have your weekly hit of trending stories sent to your inbox.



TWITTER @ELLECANADA

Follow us for the latest updates on fashion and beauty moments.



INSTAGRAM @ELLECANADA

Follow us for a curated snapshot of the #ELLECanadaCloset.



FACEBOOK @ELLECANADA

Like us to get style scoops, beauty how-tos and celeb buzz in your news feed.



WIN IT!

Skin is in this spring! For a chance to win three StriVectin anti-aging skincare products (valued at \$277) to repair skin from head to toe, visit ellecanada.com/contests.

VISIT

ELLECANADA.COM / CURRENT ISSUE

“we’ve
always been
and I’m still
about”

steaming hot,
matte
you.”

Essie

new
matte
about you
top coat

I’ve always been
matte about you,
so I want you to be
the first to try my
top coat that goes
from glossy to matte
in a flash.



healthy nails start
at essie.ca

essie

America's nail salon expert. Since 1981.

I watch on TV. It’s how I unwind. It’s why I’m so invested in sharing this love with my daughter. So we watch, even though I know that, sometimes, fans are cheering for an athlete who has assaulted a woman.

Men have failed women. We have failed so thoroughly that you can no longer point to an institution—sports, the arts, religion, education, the military, politics—that hasn’t, at some point, had its own wretched scandal. To give up on all sports because of certain acts of savagery would be like giving up radio because of Ghomeshi or comedy because of Cosby. But it’s hard to stomach the knowledge that my daughter was born into a world where one video showing Rice dragging his unconscious fiancée out of a casino elevator and flopping her onto the floor wasn’t enough to warrant more than a two-game suspension. We certainly didn’t need the second video to tell us what happened.

I mentioned earlier that I had watched Alvin Robertson score the Raptors’ first basket. He was recruited to join the expansion Raptors in 1995 after spending the previous year on the Denver Nuggets’ sidelines due to an old back injury. Robertson was known for fighting with teammates and coaches, had multiple charges of domestic violence and assault and spent a month in jail in 1990 after beating his then wife. In a November 2014 story on him, the *Toronto Star* reported that he’d been arrested days before the Raptors’ inaugural game after allegedly assaulting his pregnant ex-girlfriend at the SkyDome Hotel. The case was dropped when the woman refused to testify, and Robertson ended up playing with the Raptors for the entire season.

Robertson, now 52, is facing life in prison for allegedly sexually assaulting a 14-year-old girl and conspiring to force her into prostitution. When the *Toronto Star* story was published, Robertson had been released on bail

and was wearing a GPS tracker on his ankle. The next night, the Toronto Raptors beat the Orlando Magic as my daughter and I watched.

What if my daughter and I didn’t have a lovable Raptors team to root for? What if she had been born 20 years ago and the team we rooted for knowingly signed a convicted felon who serially abused women and would later get mixed up in the worst kind of allegations?

I want to watch sports with my daughter. I want to teach her about hard work and dedication. I need to reconcile my fandom with the fact that the sports world often treats women grotesquely. There have been too many instances of me looking the other way with fingers crossed, hoping for an athlete’s innocence to be proven. When the Raptors signed Robertson 20 years ago, I was 12 years old. I didn’t know any better. When they signed Johnson last summer, I was 32 years old, a father and part of the problem. Fans and pundits can argue about athletes needing to change their behaviour, but we are the ones tuning in to each game regardless. We’re the enablers of a broken system.

I can offer up a token solution: If Johnson, or any other Raptors team member, gets mixed up in a domestic-violence case again, I will stop watching until that player is removed from the team. But I’m not sure if that’s just another version of looking the other way. So far, it seems I am incapable of doing the one thing that may be demanded of me: tuning out altogether. It’s not enough to speak out only when a security video forces us to acknowledge a painful truth we’d rather ignore.

It shouldn’t have taken the birth of my daughter for me to clue in to my shortcomings. Because before I was a father, I was a husband, a son, a brother, a friend, a fan—and I wasn’t paying attention. □

“my
cashmere matte
has sophisticated all wrapped up.”

Essie

For nails that appreciate the finer things, I suggest my cashmere mattes. Created with a **semi-satin finish** and **reflective micro-pearls**, they add a rich, soft-spun effect and provide just the right touch of season-less chic.

new
cashmere matte
2015



wrap
me up



just
stitched



all eyes
on nudes



coat
couture



spun in
luxe



comfy in
cashmere

America's nail
salon expert.
Since 1981.

INTRODUCING
FOR THE FIRST TIME EVER

SUPER S

TOUCH IT. FEEL IT. STRETCH IT.

Penningtons

*Offer valid in-store only from February 23, 2015 until store closing on March 25, 2015. Valid on select Penningtons merchandise only, excludes Hush Puppies, LifeStride and Skechers. Offer does not apply to previously purchased merchandise. Offer may not be combined with gift card purchases. Some restrictions may apply. Penningtons reserves the right to modify or terminate this offer without prior notice. Selected styles, while quantities last. Not valid at Sears locations.

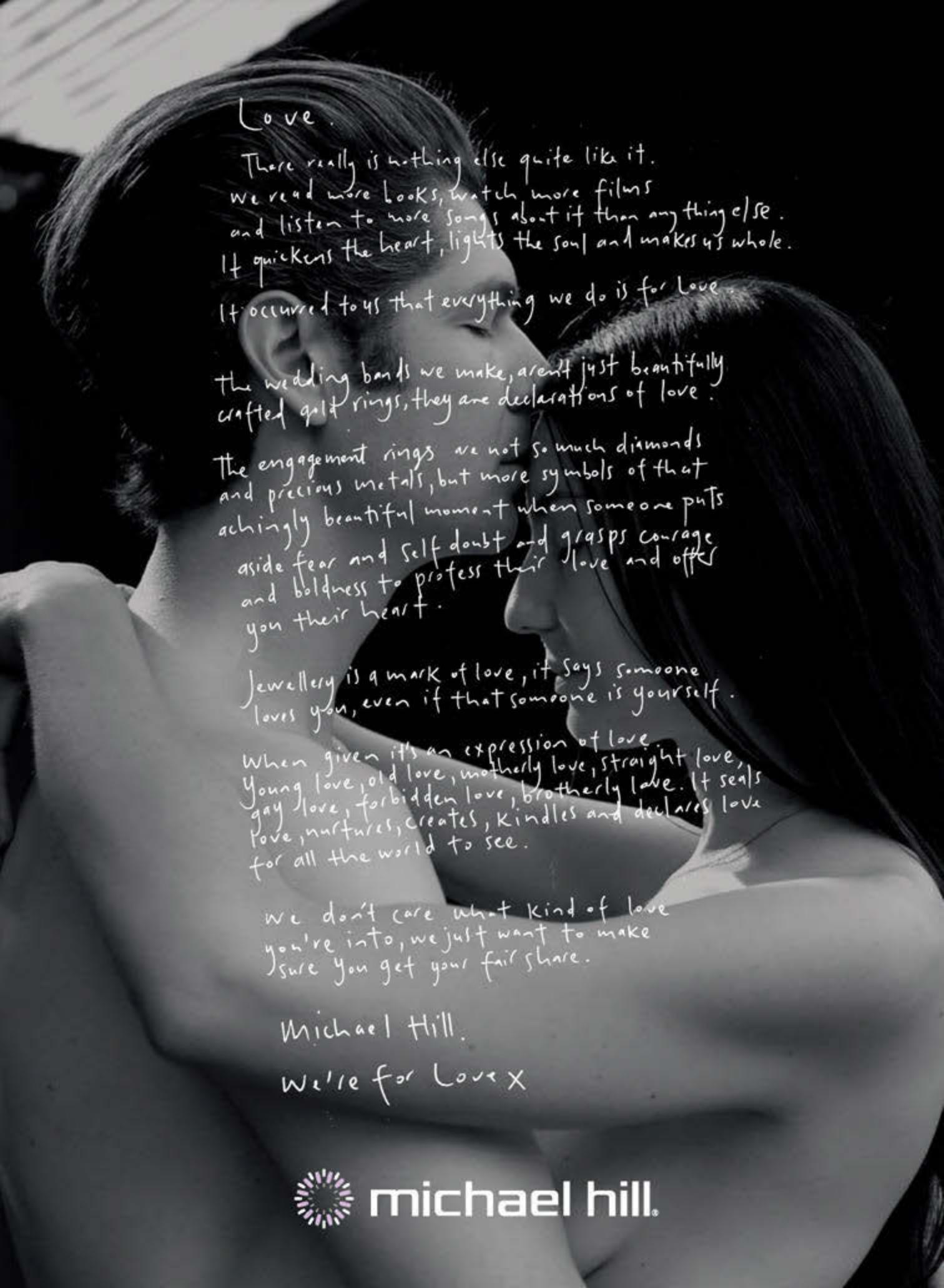
TREND

Exclusively
for you.

\$10 OFF
YOUR NEXT PURCHASE*

Penningtons





Love.

There really is nothing else quite like it.
we read more books, watch more films
and listen to more songs about it than anything else.
It quickens the heart, lights the soul and makes us whole.
It occurred to us that everything we do is for love.

the wedding bands we make, aren't just beautifully
crafted gold rings, they are declarations of love.

The engagement rings are not so much diamonds
and precious metals, but more symbols of that
achingly beautiful moment when someone puts
aside fear and self doubt and grasps courage
and boldness to profess their love and offer
you their heart.

Jewellery is a mark of love, it says someone
loves you, even if that someone is yourself.

When given it's an expression of love.
Young love, old love, motherly love, straight love,
gay love, forbidden love, brotherly love. It seals
love, nurtures, creates, kindles and declares love
for all the world to see.

We don't care what kind of love
you're into, we just want to make
sure you get your fair share.

Michael Hill.

We're for Love X



michael hill.

M A R C H 2 0 1 5

ELLE FASHION



RICHARD BERNARDIN (MODEL); SUEDE JACKET AND TANK (3.1 PHILLIP LIM), SILK SCARF (HERMÈS) AND GOLD NECKLACE (BIRKS)

GET INTO THE GROOVE

Go your own way with this season's '70s revival—from crocheted knits and funkadelic patterns to vertiginous platforms and sky-high hemlines.

ALMOST FAMOUS

Spring for the '70s with notice-me-now prints and free-spirited silhouettes.

Styled by Fritz *Photographs by Richard Bernardin* *Art direction by Denis Desro*





Crocheted cotton and cashmere dress (Michael Kors), silk scarf (Hermès), metal bracelets (Links of London), metal rings (Agatha) and silk tights and leather sandals (Prada). Chair (Joe's Prop House)



UNTITLED. Silk organza wrap top in cotton and rayon hook-ups. Leather belt (Ann Demeulemeester) and brass-wire bracelets (Marina Sludy)



Cotton blouse, leather shorts and crocheted silk wrap (Zadig & Voltaire), metal pendant necklace and ring (Agatha) and fabric and leather boots (Chanel). Chair (Joe's Prop House). Left: Print silk bow blouse and pants (Pink Tartan), cotton vest (Tommy Hilfiger), leather platforms (Prada) and metal pendant necklace (Simon Chang). Chair (Joe's Prop House)



Suede minidress (Valentino), leather gladiator sandals (Stuart Weitzman) and silver rings (Birks). Chair (Joe's Prop House)





Leather jacket and skirt and
cotton-voile blouse (Prada) and
leather belt (La Maison Simons)



Tweed knit top and skirt and tweed and silk coat (Chanel). For details, see Shopping Guide. Model, Emily Van Raay (Anita Morris Models); hair, Liliane Salloum (Judy Inc/TRESemme); makeup, David Allan Jones (Judy Inc/M.A.C); manicure, Nargis Khan (P1M.ca); stylist's assistant, Maude Boisjoly; photographer's assistant, Fred Robitaille



Lace dress (French Connection), viscose tuxedo shirt (The Kooples), nylon and spandex tights (Secret), patent-leather pumps (Roger Vivier) and polyester ribbon worn in hair (Trimcité). Couch (Joe's Prop House)



THE SWEETEST THING

*Add a little romance to your wardrobe
with flirty minis and sheer attitude.*

Styled by Juliana Schiavinatto Photographs by Nelson Simoneau Art direction by Denis Desro



Leather top and spandex briefs (Proenza Schouler), viscose tuxedo shirt (The Kooples), nylon and spandex lace tights (Secret), patent-leather pumps (Roger Vivier) and polyester ribbon worn in hair (Trimcité). Chair (Joe's Prop House)

Cotton cardigan (Winners),
silk shirt (Marshalls), cotton
and organza skirt (Ports
1961), nylon and spandex lace
tights (Secret), patent-leather
pumps and bag (Roger Vivier)
and polyester ribbon worn
in hair (Tricité). Chair
(Joe's Prop House)



Wool coat, cashmere turtleneck and satin
slingbacks (Miu Miu), nylon and spandex lace
tights (Secret) and polyester ribbon worn in
hair (Trimcíté)





Cashmere polo and
silk skirt (Jil Sander),
nylon and spandex lace
tights (Secret) and
polyester ribbon worn
in hair (Trimcisé)

Stretch-cotton jacquard
dress (Christian Dior),
viscose shirt (The Kooples),
spandex lace tights (Hue),
patent-leather pumps
(Roger Vivier) and polyester
ribbon worn in hair (Trimcité)





Crepe dress with leather collar (Valentino), spandex lace stockings (Hue), patent-leather pumps (Roger Vivier) and polyester ribbon worn in hair (Trimcíté). Chair (Joe's Prop House)

Poplin and silk top and cotton-crepe pants (Tory Burch)





Brocade jacket and skirt (Simone Rocha),
nylon and spandex lace tights (Secret),
satin slingbacks (Miu Miu) and polyester
ribbon worn in hair (Tricmíté). Chair (Joe's
Prop House). For details, see Shopping
Guide. Model, Kristen Murphy (Anita Norris
Models); hair & makeup, Geneviève
Lenneville (Folio/TRESemmé/M.A.C);
manicure, Tamara Di Lullo (Folio/info@
candynailbar.com); stylist's assistant, Linny
Alexa Ganter; digital technician, Valérie
Laliberté; photographer's assistants, Fred
Robitaille & Boris Arseneault

Cotton blazer and pants
(Bottega Veneta), metal
earrings, necklace and
ring (By Malene Birger)
and patent-leather booties
(Louis Vuitton)

INDIGO GIRL

Designers gave denim the haute treatment this season with crisp tailoring and softer finishes, transforming traditional workwear into a luxe staple.

Styled by Sara Bruneau Photographs by Leda & St. Jacques Art direction by Denis Desro





Cotton dress and leather belt (Gucci)

A fashion photograph of a woman with shoulder-length blonde hair, sitting on a dark wooden stool. She is wearing a dark denim top with a unique lacing detail at the neckline and matching denim shorts. She is also wearing a long, thin, gold-colored necklace. The background is a weathered, reddish-brown wall with peeling paint. A small green label is visible on the wall behind her. The overall aesthetic is casual and modern.

Denim top and Bermuda shorts (Joseph) and metal necklace and bracelet (By Malene Birger)

Denim shirt (Marc Cain), metal earrings and ring and metal and resin bracelet (By Malene Birger) and metal bracelet (Elizabeth and James)





Cotton top and skirt (Eliza Faulkner), metal necklace (Dean Davidson) and suede flats (Aquazzura)

Wool jacket, cotton shirt,
denim pants and patent-
leather shoes (Prada), metal
earrings and ring (By Malene
Birger) and metal necklace
(Dean Davidson)





Silk, wool and velvet blazer,
polyamide top, denim pants and
leather boots (Louis Vuitton)





Denim blazer and vest and leather shorts (Rag & Bone) and resin and metal necklace (By Malene Birger). For details, see Shopping Guide. Model, Erin (Elite Toronto); hair & makeup, Paco Puertas (Folio/TRESemme/M.A.C); stylist's assistant, Linny Alexa Ganter; photographer's assistant, Don Loga; digital technician, Yanive Nizard

VS[®]
SASSOON



Model is wearing 5/3 Medium Gold Brown

VIDAL SASSOON SALONIST™

IT'S MORE THAN COLOUR.
IT'S A WORK OF ART.

TREATS ROOTS THEN LENGTHS
SEPARATELY AS DONE IN SALONS

NEW



1  DOWNLOAD
BLIPPAR APP

2  FILL SCREEN
WITH SALONIST AD

3  BLIPP FOR EXCLUSIVE
SAVINGS, LOOKS & TOOLS

Say goodbye to the wrinkle cream graveyard
and hello to the one that works.

NEUTROGENA® Rapid Wrinkle Repair®

Visibly reduce wrinkles in just **ONE WEEK** –
with continuous improvement month after month.

25 years of retinol research has led to the development
of our breakthrough Accelerated Retinol SA formula,
which starts working the moment it touches your skin.

From the #1 dermatologist recommended brand.*



Neutrogena®
#1 DERMATOLOGIST RECOMMENDED*

© Johnson & Johnson Inc. 2014

*Adult skincare brand in North America, excl. Mexico

ELLE BEAUTY

YOUR NEED-TO-KNOW COUNTERCULTURE GUIDE

JEAN PAUL GAULTIER

PULL FOCUS

*Be the centre of
attention this spring.*

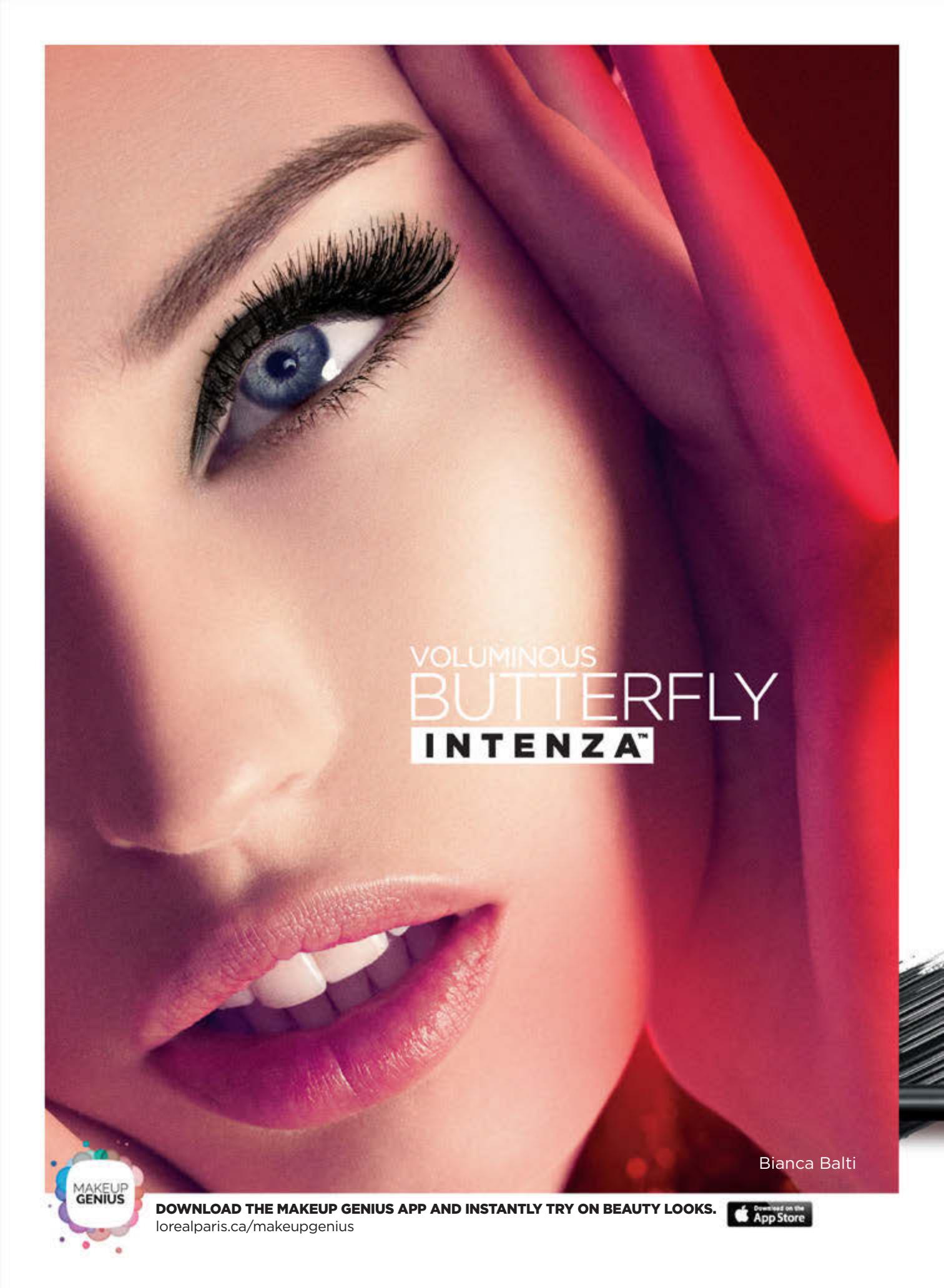


Revlon ColorStay
Eyeliner in
Sapphire
(\$10.49); Rimmel
London 60
Seconds Nail
Polish in Mind
the Gap, Victoria
(\$4); Almay Smart
Shade Butter
Kiss in Red Light
(\$9.49); L'Oréal
Paris Infallible
Pro-Matte
Foundation (\$20).
For details, see
Shopping Guide.



EDITOR'S POV I think London is the world's most inspirational city. Admittedly, I'm biased: I came of age there, and my views on fashion and creativity were influenced by the energy and anarchic street culture buzzing around me. I love the city's approach to style, which is about an attitude rather than what product or designer you're wearing. In our Brit Beauty Special (page 180), we explore the best beauty treatments, makeup artists and models from across the pond.

VANESSA CRAFT



VOLUMINOUS
BUTTERFLY
INTENZA™

Bianca Balti



DOWNLOAD THE MAKEUP GENIUS APP AND INSTANTLY TRY ON BEAUTY LOOKS.
lorealparis.ca/makeupgenius



lorealparis.ca

CATCH THE BUTTERFLY INTENZA EFFECT BOLD, ULTRA-INTENSE, FANNED-OUT LOOK

EXCLUSIVE DOUBLE-WING BRUSH DELIVERS INTENSELY BLACK VOLUME AS IT STRETCHES LASHES OUTWARD.
EXTREME INTENSITY. INFINITELY EXTRAVAGANT.

BECAUSE YOU'RE WORTH IT.

NEW



L'ORÉAL®
MAKEUP DESIGNER/PARIS



LATEST & GREATEST

BEAUTY BUZZ

This month's new and noteworthy must-haves.



OCEAN SPRAY

Watch out, sprawling flower fields! The new spot for harvesting fragrance notes is under the sea. And one of spring's freshest launches, Balenciaga Paris L'Édition Mer Eau de Parfum Spray (\$145 for 75 mL), is getting in on the action. The hero note in this hydrodynamic juice is the green shiso leaf. Grown via hydroponic technology, the plant thrives underwater, which translates into a brighter, bolder interpretation of the note. The overall fragrance dries down to a woody, "wet" floral with a seashell accord. Ariel, is that you calling?



MICHAEL KORS

ENJOY THE FACE
YOU HAVE TODAY.
IT'S THE ONE YOU'LL
WISH YOU HAVE 10
YEARS FROM NOW.

—From *How to Be Parisian Wherever You Are* by Anne Berest,
Audrey Diwan, Caroline de Maigret and Sophie Mas



SLEEP TRAINING

After years of slathering on Fresh's Black Tea Instant Perfecting Mask during long-haul flights, Lev Glazman, the company's co-founder, decided it was time to spin the mask into an overnight non-rinse-off version. "We designed the formula to work in sync with the skin's natural nighttime recovery process," he explains. The cream contains antioxidantizing ingredients like blackberry leaf and lychee-seed extract. In the morning, expect your skin to feel toned and lifted. Consider it Spanx for the skin. Fresh Black Tea Firming Overnight Mask (\$103). For details, see Shopping Guide.



META-MAKEUP

Marc Jacobs Beauty's new makeup offerings are as beautiful as they are brilliant. The New Nudes Sheer Lip Gel (in Role Play, \$38) coats lips in a "just bitten" tone, while the #Instamarc Filtering Contour Powder (in Mirage Filter, \$59) replicates that diffused golden glow we've become addicted to for selfie sessions. Call the paps.

"I WILL
TAKE BEAUTY
INTO MY
OWN HANDS."

Katie Holmes

New skin is
revealed in just
5 days without
drastic measures.

Olay Regenerist
Micro-Sculpting Cream
regenerates surface cells
for **stunningly youthful,**
award-winning skin.



WORLD'S #1
FEMALE FACIAL SKINCARE BRAND[®]

Your best beautiful begins at Olay.ca

*Based on mass-market facial moisturizer and cleanser dollar sales for past 12 months ending June 2014.

OLAY
REGENERIST

YOUR BEST BEAUTIFUL™



THE BRITISH BACKSTAGE TAKEOVER

There's definitely something in the water in the United Kingdom. How else can you explain its beauty dominance? *BY MARILISA RACCO*



LEA JESSEN (FLAG); MAXTREE (BACKSTAGE)

amid the din of blow-dryers backstage at any Fashion Week, you're likely to hear a recurring British lilt in the chatter. That's because most of the big-ticket shows have a flatiron- or kabuki-brush-wielding Brit dictating the beauty direction. Londoner Charlotte Tilbury (never without her signature smudged smoky eye and teased-to-perfection fiery-red mane) runs the makeup show at Donna Karan, Matthew Williamson and Tom Ford. Dorset-born Guido Palau—a man who has never met a plaid shirt he didn't like—is in charge of hair at Marc Jacobs, Lanvin, Prada, Versace and

BEST HISTORICAL SNIFF: FLORIS

LONDON *The place to shop before your date with Prince Harry.** This 285-year-old fragrance house has been crafting perfumes for the royal family since 1820 and is still the only perfumer appointed to the Queen today.

Céline. And the grande dame of them all, Northampton-born Pat McGrath, who leads more beauty looks than there are lipsticks, creates makeup magic for designers such as Gucci, Givenchy, Ralph Lauren, Valentino and Dolce & Gabbana. You can also count Paul Hanlon (Birmingham), Dick Page (Gosport), Eugene Souleiman (London), Sam McKnight (Ayrshire), Anthony Turner (the Midlands), Diane Kendal (Wokingham) and Val Garland (Bristol) in the talent pool responsible for the beauty trends making their way to the masses.

England has long been a hotbed of creativity and innovation on both the pop-culture and fashion fronts. Trailblazers like Vidal Sassoon and Mary Quant made beauty and grooming part of the British vernacular in the 1960s—arguably the most revolutionary and game-changing era in fashion. The Beatles' mop tops and Twiggy's falsies were as influential on the global fashion stage as Queen Elizabeth I's power shoulders.

Unlike Italy and France, who have a rich platform of art, music, dance and, yes, the added bonus of mood-boosting sunshine to draw from, post-Industrial Revolution England has largely been poor and depressingly Dickensian. What, then, birthed such a prolific hub?

"I think it's interesting because England is an island nation and has lost the colonies, so it's basically [barren]," says Dick Page, artistic director for Shiseido, who leads makeup at shows like Marc by Marc Jacobs and Narciso Rodriguez. If necessity is the mother of invention, does this mean that boredom is the father of art? "When your ▷

*What happens in Vegas stays in Vegas.



Jean Shrimpton



Kate Moss

Stella Tennant

Naomi Campbell

Georgia May Jagger

Jourdan Dunn

Cara Delevingne

native land is generally pretty prosperous, nothing happens, but when things turn to shit—that's when great literature, art and music come out,” he opines.

The prevalence of Brits in beauty gained momentum in the 1980s, when legendary makeup artist Mary Greenwell first gave us the no-makeup-makeup look. Bolstering this proliferation was the new breed of photogenic royals (like Princess Diana), who made dazzling best-dressed subjects as well as savoury tabloid fodder. “In the early ’80s, there was an interesting intersection of fashion and society in London,” says author Bronwyn Cosgrave, who is also co-curator of the recent exhibit *Designing 007: Fifty Years of Bond Style*. “Barbara Daly did Princess Diana’s wedding-day makeup, which may seem uncool, but it’s really where it all began. Princess Diana was a glamour icon that the British royalty had never seen before; she was the most frequently photographed mannequin-like princess since Grace Kelly.” Cosgrave adds that there was a flourishing of aristocrats and royals at this time that coincided with a flourishing of fashion designers like John Galliano and influential magazine editors like Anna Wintour, Grace Coddington and Lucinda Chambers. “They were all seeking out and collaborating with specific makeup artists and hairstylists.”

Soon, artists and photographers started to gather into teams, like a high-concept fashion

Survivor series. “There is a very nurturing support system that inspires creativity in Britain,” says Tim Blanks, fashion journalist and former host of the CBC’s *Fashion File*. “There have always been opportunities for adventurous editorial, and loyalty has played a unique role. You will notice that people work in teams.” See: Guido Palau, creative consultant for Redken, who frequently pairs up with Pat McGrath or Diane Kendal, or British photographer Nick Knight, whose preferred duo is Sam McKnight (hair) and Val Garland (makeup).

As for why the fashion-and-beauty community has embraced the Brits globally, perhaps it comes down to that too-cool-to-care attitude so often seen on the streets of London. Parisian style is effortless, Milan is directional and New York is quite polished, but London likes to push the envelope.

Consider the beauty habits of a London woman: Compared to her continental counterparts, she seemingly couldn’t give a toss about her beauty routine. The Sienna Millers, Keira Knightleys and Cara Delevingnes of the world do not get a blowout to walk the dog; for these women, going down to the pub is not akin to walking the red carpet. There’s an art to not looking artful at all. “The key point here is the understated look,” says Fiona Minors, director of the Fashion Image program at London College of Fashion.

“It takes some time and experience to know how undone hair should look and where to add the product. The artists understand this fluidity and keep up their visual knowledge by looking around them on a daily basis.” In other words, the British woman owes her blasé mien not to a global subculture but to her ▷



BEST HAUL: LIBERTY OF LONDON

The place to find humblebrag-worthy products that you got abroad and simply cannot share. The 465-square-metre beauty hall at this iconic department store is a trove of globally sourced skincare and makeup products, including trendy British brands like Cowshed. Watch for its exclusive collaborations, like the recent limited-edition boxes of Diptyque’s Insolite candle in vintage Liberty prints (\$82).

NEW

Gillette® Venus® Swirl™



FOR A FLAWLESS SHAVE.



© The Procter & Gamble Company, 2015.



THROW YOUR
CONTOURS A CURVEBALL.

5 CONTOUR™ BLADES,
6X MORE FLEXIBILITY*

*vs. 3-bladed Venus Original



great legs &



innate culture—that is, her very Britishness, which stresses detachment above all else.

“British women enjoy rebelling against aesthetic,” says Palau, the creator of the choppy matte-black wigs worn by models at Marc Jacobs’ spring/summer 2015 show. “In the ’40s and ’50s, they were rebelling against the island mentality [which was prim, proper and superior] and looked slightly nonchalant. That feeling of being unkempt was not typical for women, but British girls always rebelled against that.”

There’s definitely something to this nose-thumbing attitude, whether it’s directed at the monarchy or simply a desolate landscape. It’s what defines—and inspires—the British beauty approach and aesthetic. “We break fashion rules,” says Tilbury. “New

York is classic and Milan is glamorous, but London is unpredictable and a real melting pot that translates into beauty.”

England certainly is known for its rebellious streak, from the English Reformation to the Spice Girls, so it’s not hard to conceive that today’s British beauty talents derive their strength from deliberately subverting one of the most commonly held tenets of style: the trend. “Brits are not afraid to experiment,” says Sophie Beresiner, beauty director at ELLE U.K. “I’m almost tempted to say that we don’t believe in beauty trends per se, more in a mood or creating the feel of a woman to aspire to. It’s not prescriptive.”

It is, in fact, the opposite—although the aesthetic has narrowed somewhat from the clown faces that paraded down the

Alexander McQueen fall/winter 2001 catwalk. “The overly dramatic, scary ‘What is that?’ feeling is gone from the runway in London,” says Cosgrave. “They’re out of their rebellious phase, and they’ve grown up. But there’s still that stroke of something electrifying.” ▷

BEST FOR IT-GIRL HAIR: HARI'S SALON

The place to go for Kate Moss-inspired “let’s (continue to) party; it’s only 4 a.m.” tousled hair. This Kings Road hot spot currently offers metallic highlights. Named for its sheen (there’s no actual metal involved!), the bronzy hue is painted on by colourists for an undone look of which Kate & Co. would approve.

MIST-IFIED

Next time you find yourself across the pond, make a beeline for fragrances from these thoroughly British perfumers. (Trust us: The duty fees are worth it.)



SOUNDING BOARD

The latest Burberry perfume is inspired by the energy of live music—something of which Brits are never in short supply. **Burberry Brit Rhythm for Her Floral Eau de Toilette Spray** (\$80 for 50 mL)



JE T'AIME...

Tunisian neroli, oak moss and sweet musk are among the notes in Jane Birkin’s woody fragrance. **Miller Harris L'Air de Rein Eau de Parfum Spray** (\$174 for 100 mL). For details, see Shopping Guide.



GARDEN DELIGHT

Experience the lush British countryside from well within London’s city limits thanks to this unisex fragrance. **Laboratory Perfume Samphire Eau de Toilette Spray** (\$100 for 100 mL)



THE BEE'S KNEES

At Tom Daxon, oils mature for at least six weeks before bottling to enhance their deeply aromatic scent, like with this floral **Tom Daxon Crushing Bloom Eau de Parfum Spray** (\$193 for 50 mL).



FRUIT BURST

A fresh, fruity fragrance inspired by watermelons from the (comparatively) new perfumer on the British block. **Shay & Blue Watermelons Natural Spray Fragrance** (\$100 for 100 mL)



LONDON CALLING

Jo Malone London pays homage to Britain with a limited-edition collection of five floral fragrances. **Jo Malone London Rock the Ages Collection** (\$75 each for 30 mL)

JOHN FRIEDA®
LONDON PARIS NEW YORK

me&john

Together, we can live frizz-free.

The John Frieda® brand was the first to fight frizz. Now it's the first to end it.* New Forever Smooth™ Anti-Frizz Primer actually works within the structure of the hair. For the first time ever, hair is truly immune to frizz.

Me & John & Forever Smooth™ Primer. Together we can.

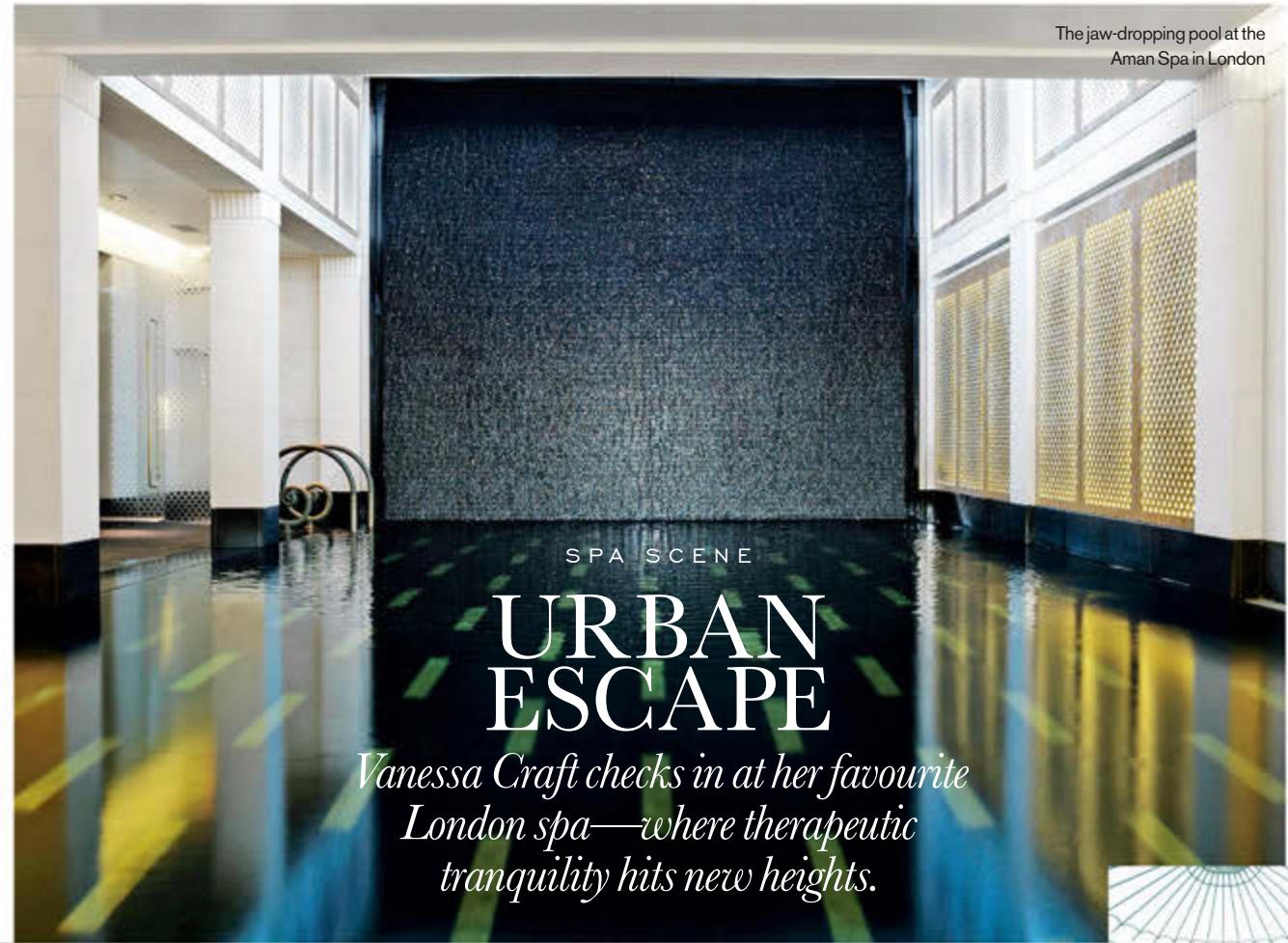
*with continuous use



Available at

SHOPPERS
DRUG MART

The jaw-dropping pool at the Aman Spa in London



Vanessa Craft checks in at her favourite London spa—where therapeutic tranquility hits new heights.

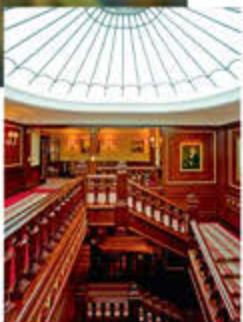
Jondon is not a city to take lightly. Whenever I'm in town, I have an extensive to-do, to-see and to-shop list that leaves little time for people-watching or pampering—two of my favourite things. Luckily, at the stately yet distinctly non-stuffy Connaught hotel,

I can do both. Set in Mayfair, just seconds away from the Roland Mouret and Christian Louboutin boutiques, this wonderfully welcoming resting pad hosts the plush, intimate Aman Spa—the only one in Europe. The spa's philosophy and treatments borrow from the ancient cultures and traditions of

China (renewing), Thailand (detoxify-
ing), India (balancing) and the Americas (energizing). I choose the invigorating Chinese treatment, which helps to restore energy using the concept of *qi*. Within the confines of a warm oak-panelled and grey-stoned cocoon, my therapist takes me through two hours and 30 minutes of a body reset: an elite exfoliation using Himalayan salt, an aromatic green-tea footbath, acupressure, a muscle-awakening full-body massage and—the final knockout punch—a traditional Chinese facial massage and skin treatment. Consider it a major achievement if you can stay conscious through at least half of this incredible sensorial onslaught. I am rewarded for my efforts with a cup of steaming hot tea, exotic fruit kebabs and an invigorated spirit. There's no better way to take on the (shopping) streets of London. □



Take our advice: Book a room at the Connaught and stumble back to it for a post-treatment nap.



GEOFFREY ROSS (SALT)

NEW

Colgate® ENAMEL
HEALTH™

**Because daily life can be
rough on tooth enamel.**



Replenish natural calcium
for stronger, healthy teeth.

ColgateEnamelHealth.ca

Colgate-Palmolive Canada Inc. *TM Reg'd/M.D.



TRIPLE THREAT

This self-tanner comes in a seriously sexy bottle and contains natural fragrances and ingredients. St. Tropez Self Tan Luxe Dry Oil (\$60)

THE COVER-UP

This hideaway foundation brush means you'll never stain the inside of your makeup case again.

Sephora Collection Hide and Sleek Skinny Foundation Brush (\$25)

THE SECRET

The micronized shimmer in this nail lacquer helps camouflage chips in a nanosecond. Nicole by OPI Nail Lacquer in Heart of Gold (\$11)

IN THE NAVY

When black liner feels too heavy, this full-bodied blue delicately defines eyes.

Cynthia Rowley Beauty Liquid Eyeliner in Navy (\$21)

SQUARE ROOT

Showcase your sunny side with these happy-hued eyeshadows. The Body Shop Yellow Poppy Shimmer Cubes Palette (\$22)

HIT MUTE

This bronzer is infused with antioxidant-rich cocoa powder to help neutralize redness. Too Faced Chocolate Soleil Medium/Deep Matte Bronzer (\$38)

GET SLICK Smooth this argan- and shea-spiked oil onto damp skin post-shower to seal in moisture and give a subtle sheen. Jergens Shea Beauty Oil (\$11)

EDITORS' PICKS

LUST LIST

What we're coveting this month.

WHIP IT This buttery moisturizer calls upon glycerine and jojoba-seed oil to plump up dehydrated skin. Lise Watier La Crème Sublime (\$105). For details, see Shopping Guide.

EVACUATION PLAN

This super-serum taps an active ingredient, called "Golden Champa CFA," derived from a golden Himalayan flower, to help remove toxins from the skin's surface. Chanel Sublimage L'Essence (\$460)

JERGENS
SHEA BEAUTY OIL

with Shea Butter and Argan Oil
HUILE DE BEAUTÉ
AVEC KARITÉ
avec Beurre de Karité et l'Huile d'Argan

CHANEL

G.M. **COLLIN**® PARIS

AVAILABLE EXCLUSIVELY IN SPAS

NEW



MARINE COLLAGEN
Pure at **99%**

FOR YOUNG-LOOKING,
FRESH & REVITALIZED SKIN

TO FIND YOUR SPA

SPA LOCATOR
www.gmcollin.com



CANADA 1.800.361.1263 • www.facebook.com/G.M.Collin



COVERGIRL

easy breezy beautiful

COLORLICIOUS #295 SUCCULENT CHERRY

Craving rich, satisfying lipcolor + lip butters?
We have your #! Find yours in delicious
Reds, Nudes, Pinks and Plums.
COVERGIRL.CA
#ColorMeCOVERGIRL



BEAUTY TRENDS REPORT



ELLE
CANADA

SPRING/SUMMER 2015

Spring's best beauty looks were like a throwback Songza playlist as trends from seasons past boomeranged back down the runways. Beauty-editor faves (wind-blown hair, perfect skin) continued to direct the mood, and with good reason: They're flattering and effortlessly cool. There were still some exciting spring-season surprises, though—if you prefer something a little more daring. Regardless of which trends lure you in, you needn't fret about reinventing the beauty wheel this time around. Pay close attention: We just might quiz you at the end.

TREND • SUPERNATURAL SKIN

ALL ABOUT THAT BASE

Skin should look flawless or sculpted with heavenly light.

Pick a pathway this season. And call your facialist.



MARC JACOBS

1. NO MAKEUP (LIKE, NONE) AT MARC JACOBS.

TRY Garnier Ultra-Lift Miracle Sleeping Cream (\$25)



CHLOÉ

2. RADIANT AT CHLOÉ. TRY RMS Beauty Living Luminizer

(\$38) and Guerlain Météorites Baby Glow (\$60)



MICHAEL KORS

3. BRONZED AT MICHAEL KORS. TRY Pixi Velvet Bronze

(\$20) and Sonia Kashuk Chic Luminosity Bronzer Blush Duo (\$13)



EMILIO PUCCI

4. SCULPTED AT PUCCI. TRY Anastasia Beverly Hills Contour Kit

(\$52) and NARS All Day Luminous Weightless Foundation in Stromboli (\$57)



KENZO

BARE IT ALL Prepping the face is the first step toward owning the "perfect skin" trend, says Melissa Gibson, makeup artist for M.A.C, who did the makeup at shows like Kenzo, Chloé and Rick Owens, where the designer requested a pared-down look without "paling out" the skin. "If you have five minutes to massage moisturizer or essential oil into the models' skin, it does give a bit of life back to their faces," says Gibson. Backstage at Chloé, makeup artist Lucia Pieroni employed facial massage to "wake up skin and give it a natural glow." Others, like Diane Kendal, Gucci Westman and Tom Pecheux—the latter well known for his flash-facial routine and lymphatic-massage technique—were seen spending time pressing skincare products into models' skin long before they unscrewed foundation bottles. Try it on your own with Estée Lauder Advanced Night Repair Synchronized Recovery Complex II (\$105). For details, see Shopping Guide.



COVERGIRL

easy breezy beautiful

COLORLICIOUS #365 ENCHANTRESS BLUSH

Craving rich, satisfying lipcolor + lip butters?
We have your #! Find yours in delicious
Pinks, Plums, Reds and Nudes.
COVERGIRL.CA
#ColorMeCOVERGIRL



©2015 P&G



SEXED UP

At Tom Ford,

makeup artist Charlotte

Tilbury created a glam smoked-out eye that exuded sex and rock 'n' roll. She came to the sooty, smudgy conclusion by layering metallic-cream eyeshadows in black and khaki around the eyes and then applying loads of liner and several coats of mascara.

Take that, no-makeup makeup.

IMAXTREE (BACKSTAGE); GEOFFREY ROSS (PRODUCTS)

TREND • EXAGGERATED EYES

UNAPOLOGETIC EYELINER

BALM DOT COM

Makeup artists shelved their default pigments and declared colourless lip balm to be the new lipstick at shows like Giorgio Armani, Alexander Wang, Versace, Balmain and Lacoste.





SHOPPING LIST

Clockwise from left: Sephora Outrageous Intense Waterproof Gel Eyeliner (\$18); M.A.C Fluidline in Deliciously Rich (\$19); Sephora Fine Line: 24H Fine Liner (\$18); Smashbox Always Sharp 3D Liner in 3D Orchid (\$23); Giorgio Armani Eye Tint in Obsidian (\$39); Écriture de CHANEL Eyeliner Effortless Definition (\$43); Clarins Kohl Eye Pencil in Bronze (\$26); Elizabeth Arden Beautiful Colour Precision Glide Eye Liner in Black Velvet (\$26); Aveda Petal Essence Eye Definer in Fresh Plum (\$20); Lancôme Artliner Bold Colour Precision Eyeliner (\$37). For details, see Shopping Guide.

Move over, mascara! You're yesterday's news. Get out your sticks and start scribbling.





TREND • COLOUR WASH

RAINBOW BRITE

Amplify your makeup bag and apply colour with reckless abandon.

At Derek Lam in New York, lipstick strayed (purposefully) from the lips. Bored by the minimal look that resulted from the makeup test done before the show, makeup artist Tom Pecheux got creative by smudging a violet-hued lipstick over the models' eyelids (which were already coated in chocolate-coloured eyeliner), diffused the shade above the crease and then pressed melon-hued lipstick onto the cheeks. The overall effect? "It's a twisted colour," he told us backstage. Colour was also amplified in Milan. At Moschino, senior makeup artist Dominic Skinner for M.A.C Cosmetics U.K. created an "expensive, luxurious version of Barbie" by focusing on the lips (obvs). The blend of magenta, yellow and white created an "electro-fried hot-pink-salmon colour" that was topped off with a layer of gloss. "It's almost like synthetic Cellophane," he said.

SHOPPING LIST

Clockwise, from top left: Lise Watier Palette Expression Eyeshadows (\$42); CoverGirl Bloom Premium Shadow Quad in Breathtaking Blues (\$11); NARS Lip Gloss in Guyane (\$31); CoverGirl Colorlicious Lipstick in Enchantress Blush (\$11); Chanel Joues Contraste Powder Blush in Angelique (\$51); Maybelline New York ColorSensational Rebel Bloom Lipstick in Lilac Flush (\$10); YSL Couture Palette Collector Ombres de Jour (\$64). For details, see Shopping Guide.

COVERGIRL

easy breezy beautiful

COLORLICIOUS #335 TANTALIZE

Craving rich, satisfying lipcolor + lip butters?
We have your #! Find yours in delicious
Plums, Reds, Nudes and Pinks.
COVERGIRL.CA
#ColorMeCOVERGIRL





TREND • UNFUSSY HAIR

3.1 PHILLIP LIM SLAM DUNK

The crimpers were fired up for one of the season's freshest, fuzziest looks.

Punky Pre-Raphaelites and '90s photography inspired the "cloudy and undone" knots at 3.1 Phillip Lim, says Canadian hair pro Susana Hong, whom we spotted in the backstage trenches behind a fog of dry shampoo. Prep hair with TRESemmé 24 Hour Body Foaming Mousse (\$6). Rough-dry with a blow-dryer, and use a crimper to clamp pieces along the hairline for a nanosecond. Blast hair with TRESemmé Fresh Start Volumizing Dry Shampoo (\$2) to boost texture. Gather everything into a ponytail and secure with an elastic band, and then wind the pony into a knot. Pluck a few pieces out around the hairline—"it should look imperfect and fuzzy," says Hong. Finish with a misting of TRESemmé TRES Two Ultra Fine Mist Hair Spray (\$6) and then laugh at everyone who took the time to blow out their hair that day.



MANE ADVOCATES

Last season's no-makeup makeup trend has reached a new level of laid-back, but hair (even undone hair) remains pleasantly attended to.



ROPE IN No matter how you twist it, bulked-up hair makes for a better braid. To give hair enough texture so it bends, coat strands with Wella Professionals Ocean Spritz Beach Texture Hairspray (\$17) before you begin braiding.



TOE THE LINE "It's really about a very deep centre part—something slick, beautiful and graphic," said hairstylist Eugene Souleiman at Donna Karan. For a clean split, finish with Kérastase Laque Couture Hairspray (\$36).



GET KNOTTY Whether you're going for punky (here's looking at you, Marc by Marc Jacobs) or princessy (Altuzarra and Lanvin), spritz on Pantene Pro-V Blowout Extend Dry Shampoo (\$8) to give hair extra grit. For details, see Shopping Guide.



PONY TALES "Ponytails are not in a category or an era—they're timeless," said hairstylist Paul Hanlon, who crafted the sporty ponytails at Prabal Gurung. Prep hair with Redken Pillow Proof Blow Dry Express Primer Base (\$23) before styling.

TREND • NEUTRAL NAILS

A NOTE ON NUDE

This neutral tone is so much more than just a pale putty hue. A “nude” is now a natural-shade category that includes sheer, pale pink, grey and even white.



ON WHITE “It’s clean and fresh with different versions, whether it’s pink, sheer or opalescent,” said manicurist Deborah Lippmann, who used a nude shade at all six of her New York shows, including Theory and Narciso Rodriguez.



ON SHAPE “When you think of nudes this season, round is the It shape—people are looking for a feminine touch,” said manicurist Jin Soon, who combined two taupes to create a “rosy beige” that flattered all skin tones at Derek Lam.

THE “ACTIVE” MANI This was the mani of the season. Backstage at Alexander Wang, nail guru Michelle Saunders defined it as a “short round-ed nail with barely any free edge, which prevents catching. It’s a sporty, feminine and hassle-free manicure.”



ON NAIL ART “It’s on a downward cycle, but give it a few years and it will come back up again,” said manicurist Marian Newman, who conceived the nails at Vivienne Westwood, Manish Arora and Giles. “I’m a big believer in making it bespoke. Make it just for you.”



SHOPPING LIST Clockwise, from top left: Dior Vernis Nail Lacquer in Lady (\$28); YSL La Laque Couture in Nuit Blanche (\$27); CoverGirl Outlast Stay Brilliant Nail Gloss in Daisy Bloom (\$8.49); Deborah Lippmann Nail Lacquer in A Fine Romance (\$20); CND VINYLUX Weekly Polish in Dandelion (\$11.90). For details, see Shopping Guide.



YOUR
NEW-
SEASON
NAILS

GO DIGITAL Madeline Poole—manicurist of meteoric rise and the lady responsible for the nails at Stella McCartney—created an exclusive nail look for ELLE Canada inspired by asymmetrical haircuts and '70s-style camel suede boots. Here's how to replicate it: 1. Paint nails with two coats of Sally Hansen Complete Salon Manicure in Camouflage (\$8.95). 2. Paint shapes using Sally Hansen Complete Salon Manicure in Dark Huemoor (\$8.95). Fix mistakes by reapplying the first shade. 3. Seal with Sally Hansen Big Matte Top Coat (\$7.95).

COVERGIRL®

easy breezy beautiful



COLORLICIOUS #240 CARAMEL KISS

Craving rich, satisfying lipcolor + lip butters?
We have your #! Find yours in delicious
Nudes, Pinks, Reds and Plums.
COVERGIRL.CA
#ColorMeCOVERGIRL



'OUR MOST AWARDED, HAIR CARE COLLECTION*',



**BEAUTY EDITORS
CAN'T GET ENOUGH
OF PANTENE'S EXPERT COLLECTION**

Pantene's Expert Collection not only helps restore smoothness and shine, but helps erase damage in just one wash.

**PANTENE
EXPERT**



*Magazine Awards in 2014 from top Canadian Publications with award programs.

MAXIDRESS

No meeting halfway this season: Make it minimal or decidedly over-the-top.



WIGGIN' OUT "It's loosely based on the hairstyle of a Buddhist monk, where it's shaved at the neck and shaped into a bowl. I'm calling it the 'monk buzz cut'. It's ugly hair for beautiful clothes—I think that's very stylish. This is when having a bad-hair day works." — *Hairstylist Eugene Souleiman at Haider Ackermann*



STICKY NOTES Craft gloves came out at shows like Monique Lhuillier (right), where makeup artist Val Garland created a synthetic highlight with bits of Cellophane. At Anna Sui (centre), makeup pro Pat McGrath patted chunky glitter onto the centre of models' bare eyelids. Paillettes appeared at Antonio Marras (left).



CITY SLICKER The slick hair at Peter Som (centre) was made possible with the help of mousse applied liberally to thoroughly dry (yes, dry) hair. Work the wet look with a half-up-half-down style like at Thakoon (right), or brush hair back like at Marni (left).



PIERCINGS Rebels and rock stars inspired the pierced brows at Rodarte (centre). At Dries Van Noten (left), makeup artist Peter Philips traced gold eyeliner down the centre of models' lips. At Anthony Vaccarello, lobes were dipped in chunky black glitter.

THE FACE BOOK

These new models showed spring/summer 2015 who's boss.



STATS Vanessa Moody, 18, from Denton, Texas. **SHOWS WALKED** 46. **CATWALK CLOUD** Moody opened Alexander Wang (for the second time around) and Versace and closed Derek Lam and Givenchy.

KNOWN FOR Pillowly lips, glossy espresso-brown hair and a smug Parisian-style stare.



STATS Aya Jones, 20, from Paris. **SHOWS WALKED** 10. **CATWALK CLOUD** This doe-eyed beauty made her runway debut with Prada. Normally we'd say #MICDROP, but Miu Miu, Valentino, Giambattista Valli and Paco Rabanne are notable too.

KNOWN FOR Doll-like eyes, bee-stung lips and a killer caramel complexion.



STATS Mica Arganaraz, 22, from Buenos Aires. **SHOWS WALKED** 19. **CATWALK CLOUD** Casting directors plucked her for Valentino, Givenchy, Céline, Louis Vuitton, Chanel and Dior; she closed Miu Miu and Isabel Marant. **KNOWN FOR** Bold brows, an androgynous face shape and a jaw that could cut glass.

COVERGIRL®

easy breezy beautiful

KATY PERRY

NEW FULL LASH BLOOM

MASCARA

LASHES SOFT & FULL
AS A FLOWER,
NOT STIFF OR SPIKY.

get the look @covergirl.ca

Katy blooms in Full Lash Bloom in Very Black.

Full Lash Bloom



©2011



HOW WELL DO YOU KNOW THE S/S '15 TREND REPORT?

Give yourself one point for each statement you know is true and zero points for each statement you haven't a clue about.

1. The best way to achieve the wet-hair look is when your hair is dry. (See: mousse.)

TRUE
 NO IDEA

2. A heart-shaped chignon at the back of your head is a perfectly-on-trend way to send a subtle message to your person(s) of romantic interest.

TRUE
 NO IDEA

3. Parting your hair down the middle is still a thing, whether it's up, down or in between.

TRUE
 NO IDEA

4. There is a time and a place to ask the lead backstage hairstylist how the look they are hurriedly crafting can be recreated at home. And that time is never.

TRUE
 NO IDEA

5. When paired with a killer outfit, a bad-hair day totally works. (The reverse is still untrue.)

TRUE
 NO IDEA

6. Someone says your look is "handsome" or "boyish." Take it as a compliment.

TRUE
 NO IDEA

7. An athletic manicure is practical, on trend and Alexander Wang-endorsed.

TRUE
 NO IDEA

8. PONYTAILS: the hairstyle that is more ubiquitous than model selfies this season. #nofilter

TRUE
 NO IDEA

9. Save the polished screen-siren hairstyles for wedding season. Think loose and slightly undone "I just came from yoga" hair.

TRUE
 NO IDEA

10. There is no such thing as too much or too little mascara. This spring, it's all about extremes.

TRUE
 NO IDEA

10 POINTS Congratulations! Your prize is knowledge. **9-5 POINTS** It can be a loud, hot and hectic world backstage (the blow-dryers, the models, the beauty editors). Don't let it intimidate you. **4-0 POINTS** There's always next season.



To go behind the scenes with the ELLE Canada editors at Spring/Summer 2015 Fashion Week, head to ellecanada.com/beauty.

COVERGIRL THE LATEST LOOKS EASY AS 1,2,3,4!



NEW EYE SHADOW QUADS

Blipp imagery for
foolproof how-to.



EXCLUSIVE
COVERGIRL TIPS
BLIPP
FOOLPROOF HOW-TO
TOMORROW'S TOPPING APPS



PANTENE



2x
**STRONGER
HAIR***

Use new Pantene Conditioner
for hair that's 2x stronger
than shampooing alone.



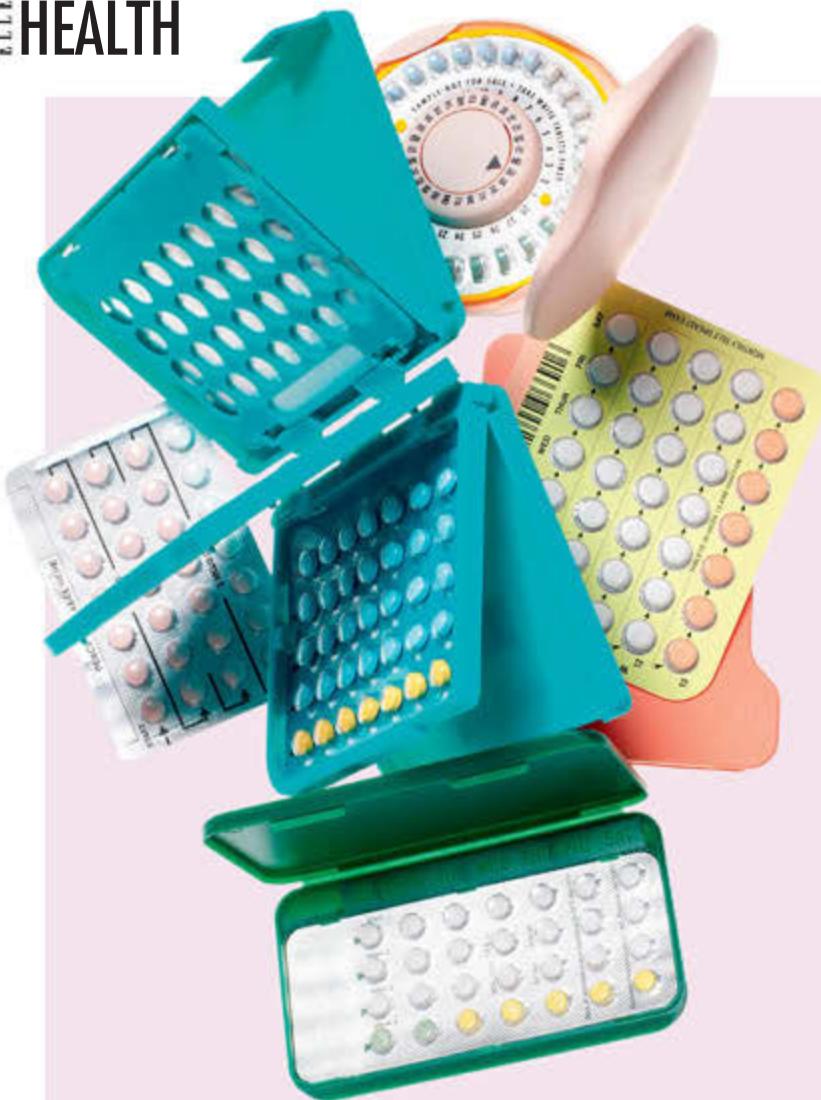


STRONGER HAIR DESERVES AMAZING STYLE

Pantene Pro-V shampoo and new antioxidant conditioner together make hair stronger.* Finish with our stylers to give it an even more powerful look.

PANTENE

*strength against damage; Pantene shampoo + conditioner system vs. the shampoo alone.
©2015 P&G



THE PILL'S CHILL

The birth-control pill is no longer being hailed as the contraceptive holy grail. But what is? BY JOANA LOURENÇO

Half a century ago, the arrival of the birth-control pill marked a defining moment in the women's-lib movement. "The pill" was positioned as a miracle drug that offered the bodily autonomy we so desperately craved. Women were free to lead dream careers—and make their way into seriously senior positions—without worrying about a baby interruption. It worked toward levelling the playing field with men in the workplace. And there's no denying the pill's effectiveness (99 percent when used correctly) and convenience, without which many women wouldn't be able to lead—and enjoy—their current lifestyles. Having control over the reproductive cycle is what women have always loved about the pill. But now, some women are turning to different ways of preventing pregnancy to regain control over their bodies. Whether they're shunning hormones, looking for freedom from daily pill-popping or seeking longer-acting reversible forms of birth control, a small but significant number of women are looking for change once again.

The pill is popular, but prescriptions for oral contraceptives have slightly dropped in Canada over the past five years, according to figures from pharmaceutical-industry analyst IMS Health. Dr. Dustin Costescu, an assistant professor and family-planning specialist in obstetrics and gynecology at McMaster University in Hamilton, Ont., has seen this shift in his own practice. "Those on the pill still make up the majority of reversible-birth-control users," he says, ▶

FINALLY... A GLOWING AND YOUTHFUL COMPLEXION

Day Cream RESULTS

+80%

of panellists find that their skin
is more radiant and appears younger*

* Results obtained from self-assessments by 39 people:
20 people who used the Energizing comfort day cream
and 19 people who used the Energizing light day cream
for one month, twice a day.

Night Cream RESULTS

+89%

of panellists find that their skin
looks less tired and their features
look more relaxed in the morning*

* Results obtained from self-assessments of 19 people who used
the Energizing night cream in the evening for one month.

PROTECT

Siberian ginseng extract:
optimizes the skin's energy reserves for a glowing complexion.

STIMULATE

Yeasts extract and rice peptides:
restore the skin's energy and radiance.

REGENERATE

Grafted glycolic acid:
for a younger looking skin.



FREE consultation and skin analysis*

FREE
Discovery Offer*

value of \$65



Energizing Duo*
exceptional price of \$130
value of \$218

* EXCLUSIVE OFFER
upon presentation of this coupon in a participating salon mentioned below.
Limited offer, 1 coupon per client. Valid until April 18, 2015.

Name of Client

Telephone

Salon Name

Telephone

Discover the difference of professional performance. Visit a Sothys aesthetician now for true expert advice.



PARTICIPATING SALONS

Earn Aeroplan® Miles with every completed
Sothys Loyalty Card! The participating salons
are identified by a point •

ONTARIO

JANINE BEAUTY CARE
499 Main Street South #63, Br mpton
905 457-1641

BODY BENEFITS DAY SPA INC.
205 Oxford Street East, London
519 645-7524

UPTOWN SPA
801 York Mills Road #311, North York
416 449-4044

FALLICO HAIR & SPA
2710 Victoria Park Avenue, North York
416 493-8331

TATYANA'S BEAUTY CARE
By appointment only, Richmond Hill
416 894-0192

TULIP'S AESTHETIC STUDIO
7355 Bayview Avenue #202, Thornhill
905 709-1598

MONA LISA BODY & SKIN CARE
8100 Yonge Street #1b & 2a, Thornhill
905 762-9866

NAHID'S SALON & SPA
211 Davenport Road, Toronto 416 927-8068

CONCEPTS SALON & SPA
66 Bloor Street West, Toronto
416 922-2823

LA JOLIE FEMME SALON & SPA
33 University Avenue #4, Toronto 416 941-9459

ALDONA ESTHETICS FOR YOU
23 Alvin Avenue, Toronto 647 346-6650

SIGNATURE SPA

9306 Bathurst Street – Building 1 #3, Vaughan
995 303-4445

SALON SENSATIONS AESTHETICS
170 Bridgeport Road E., Waterloo 519 883-1777

SYLVIE'S
661 Quaker Road, Welland 905 788-9119

MANITOBA

URBAN OASIS MINERAL SPA
1445 Portage Avenue, Winnipeg
204 783-8131

ALBERTA

• MIKA SKIN CARE
3005-26 Avenue S.W., Calgary 403 228-4099

VICTOIRE ESTHETICS
210-5403 Crowchild Trail N.W., Calgary
403 247-4569

LET'S FACE IT
Calgary 403 830-4684, 403 249-1338

SHELLEY'S PEACHES N' CREAM LTD.
4704G-49th Avenue, Camrose
780 679-7947

• FOCUS ON YOU DAY SPAS
1131-104th Avenue, Edmonton 780 424-2487

• LA BEAUTÉ SALON & SPA
10954-23 Avenue N.W., Edmonton
780 433-4534

• SILVERSTONE ESTHETICS INC.
9228-144 Avenue #4, Edmonton 780 475-3661

WANDA'S ESTHETICS

Edmonton 780 660-9708

PERFECTLY POLISHED ESTHETICS LTD.
4211-106 Street #174, Edmonton 780 434-0945

• PEACHES ESTHETICS BY BEVERLEY
St. Albert 780 667-5446

SOLARIUM ESTHETICS
5009-51 Street, Wetaskiwin 780 352-7855

BRITISH COLOMBIA

MONET SPA
10-1400 Cowichan Bay Road, Cobble Hill
250 743-6114

12th AVENUE – HAIR, SPA, GIFTS & ESTHETICS
125-127th Avenue North, Creston 250 428-0076

NEW VISAGE ADVANCED SKIN CARE

417-1770 West 17th Avenue, Vancouver
604 893-8872

JUILLET SPA & WEDDING

2525 Arbutus Street, Vancouver 604 736-2111

NICOLE'S DAY SPA & PARAMEDICAL CENTER

170 Obed Avenue, Victoria 250 383-4571

NATURALLY YOURS STUDIO
283 17th Street, West Vancouver 604 925-3777

SASKATCHEWAN

RUSTIXX SALON & SPA
1222 4th Street, Estevan
306 634-6614

DAMARA DAY SPA

1919 Saskatchewan Drive, Regina
306 775-2511

XCLUSIVE HAIR

4641 Rae Street, Regina
306 586-0151

CAROLYNE ESTHETICS & HAIR ARTISTRY

3602 Taylor Street East, Saskatoon
306 955-8260



Exclusively in
beauty institutes & spas.



"but that number is starting to decrease as people take up other methods, in particular the intrauterine device."

In some cases, women are turning to natural, sustainable choices for not only their own bodies but also the planet. "Women are questioning the impact of these hormones on the earth, particularly the way in which estrogens in our water system affect marine habitat and wildlife," says Costescu. "But as a feminist, I caution that our protection of the environment shouldn't come at the expense of providing good birth-control options for women." He notes that effectiveness is still the most important reason why a woman chooses her birth control. "There are great options on the market now that are very effective and hormone-free."

This distrust of hormones is a big factor for women who are looking for alternative birth-control methods, but there are other reasons for ditching the pill. One has to do with reclaiming a sense of autonomy from the medical establishment. Critics of the pill argue that physicians in North America default to a one-size-fits-all approach to women's health care. "The traditional practice among clinicians is that you

start a patient on the pill and then if she is unhappy, you move on to something else," says Costescu.

It's easy to forget what a powerful drug the pill really is, because it's so easily and frequently prescribed. "It's basically seen as taking an Aspirin," says Holly Grigg-Spall, the Los-Angeles-based author of *Sweetening the Pill or How We Got Hooked on Hormonal Birth Control*. She calls it the "sacred cow" of the medical industry, a medicine beyond reproach. So while the pill has dominated the scene for the past 50 years, word has spread about a variety of highly effective forms of birth control. Here's what else is out there.

THE INTRAUTERINE DEVICE The IUD, a small T-shaped device inserted in the uterus to prevent pregnancy, is making a comeback in Canada. A 2009 study led by Dr. Sheila Dunn, the research and program director for the Bay Centre for Birth Control in Toronto, determined that IUD-insertion rates in Ontario have been increasing since 2001, particularly among women aged 25 to 39. "Certainly, there's more knowledge of these devices than there used to be, and we're putting in more of them than before," says Dunn. Hormonal IUDs, like Mirena, pump out a low dose of progestin; copper IUDs, on the other hand, work because the copper creates a toxic environment for the sperm. Neither type releases estrogen, the hormone that's mostly implicated with health risks such as blood clots, heart attacks and strokes. That makes them a good alternative for women worried about the health risks associated with the pill.

Note: The copper IUD can also be used as an emergency contraceptive. It works up to seven days after unprotected sex, and, unlike the morning-after pill, such as Plan B, it's effective regardless of a woman's weight. (Plan B may be unreliable for women who weigh more than 176 pounds.) ▷

COMING UP

- Last June, Health Canada approved LOLO, a pill with 10 micrograms of estrogen—the lowest amount of any combined oral contraceptive available. "It's excellent birth control for women who are sensitive to estrogen and want a very low dose," says Dr. Sheila Dunn, research and program director at Toronto's

Bay Centre for Birth Control.

- Jaydess is a lower-dose hormonal intrauterine system (IUS).

Dubbed the "mini Mirena," Jaydess helps keep you baby-free for up to three years. It's also smaller, making it ideal for women who have not previously been pregnant.

- A single-size diaphragm (one size fits all) that doesn't require fitting at the doctor's office. Note that most drugstores don't regularly stock this new diaphragm, so your physician might need to order it. "They're a bit hard to find because clinicians don't know a lot about them and they are being under-prescribed,"

says McMaster

University's Dr.

Dustin Costescu.

"Generally, I'm filling prescriptions for highly motivated patients who want this option."

INTRODUCING
Juicy Couture
HOLLYWOOD
ROYAL



JUICYCOUTURE.COM
AT SHOPPERS DRUG MART

AT YOUR SERVICE

As an *ELLE Canada* subscriber, you can expect the best in subscription service. And we think you'll get just that - the very best - whenever you need assistance with your subscription.

FRAGRANCE SAMPLES

Some issues of *ELLE Canada* Magazine include perfume strips. If you prefer to receive your copy of the magazine without perfume strips, please write to us at our mailing address.

PROTECTIVE WRAPPER

We sometimes mail your issue in a protective wrapper. If you prefer to receive your copy of the magazine without a wrapper, please write to us at our mailing address.

SUBSCRIPTION EXPIRY

You can determine when your subscription expires by checking your mailing label. Our mailing labels are often printed several weeks before the issue is mailed, so please allow six to eight weeks for renewals and changes of address in order to avoid missing an issue.

BILLING AND RENEWAL NOTICES

Invoice and renewal notices are generated several weeks before they are mailed to subscribers. With delivery time, it is possible that your payment or renewal order will cross in the mail with our notice.

PRIVACY POLICY

On occasion, we make our subscriber list available to carefully screened organizations whose product or service might interest you. If you prefer that we not share your name and address (postal and/or e-mail), you can easily remove your name from our mailing list by reaching us at any of the listed contact points. You can review our complete Privacy Policy at www.ellecanada.com

If there's any other way we can be of service, let us know. Please include a current mailing label to help us locate your file quickly.

WE ARE AT YOUR SERVICE

ON THE WEB

Renewals: renew.ellecanada.com

New Subscriptions: ellecanada.com/subscribe

Service Requests: service.ellecanada.com

CONTACT US

(Please include your account number or mailing address to help us locate your file quickly.)

By phone: 905-946-8319

By mail: ELLE CANADA
P.O. Box 5000 Stn. Industrial Park
Markham ON L3R2A1

ELLE HEALTH

JUSTISSE The side effects of the pill have been questioned since the drug was introduced to the Canadian market in 1961. These include an increased risk of some cancers and various mood disorders and a lacklustre libido. (It's well known that the drug alters levels of testosterone hormones that can, in turn, alter your sex drive.) Simply put: Some women just don't want to take hormones day after day.

Amy Sedgwick, a holistic reproductive health practitioner, is one of those women. She ditched the pill 10 years ago due to unwanted side effects and now relies on Justisse, a fertility-awareness method that requires women to track their basal body temperature and cervical mucus. (Sex during fertile days requires backup birth control, such as condoms.) Since co-founding the Red Tent Sisters—an online resource offering education about natural birth control and sexuality—Sedgwick has seen a growing demand for information on non-hormonal methods. "We opened in 2007, and at that time the work I was doing was pretty obscure," she says.

"But now this whole topic is in more women's consciousness." Sedgwick believes that the pill prevents body literacy. "I knew nothing about how my body worked until I came off the pill and started learning about fertility. And I have a health-sciences degree." Grigg-Spall agrees: "When you learn how your menstrual cycle works and what it means to ovulate, you're really coming from a place of empowerment and informed choice. If, after learning all that information, you then decide to take the pill, that's great."

WITHDRAWAL Many women who want to go the natural route use the fertility-awareness method, but it takes a huge amount of self-control on your partner's part—and trust on yours—for this form of birth control to work. In 2009, 11.6 percent of women reported relying on the withdrawal method to avoid pregnancy, according to a Canadian National Contraception survey. But it can backfire: About 19 percent of couples who "pull out and pray" may find themselves decorating a nursery. □

NEED MORE INFO? Check out the Society of Obstetricians and Gynaecologists of Canada's public-education website: sexualityandu.ca. And make sure to bring up any questions or concerns with your health-care provider. It's your body—so speak up.

THE FUTURE OF FAMILY PLANNING

CONTRACEPTIVE IMPLANT This form of contraception (a small tube that is placed under the skin in your arm) is widely available in other countries but not in Canada—yet. The implant prevents ovulation by releasing a low dose of progestin into the bloodstream, making it a good choice for women who can't take estrogen.

ESTROGEN In Europe, research is being done on different kinds of estrogen preparations. "The estrogen that we have in all our birth-control pills is synthetic, and some of the pills being developed contain natural estrogen," explains Dr. Sheila Dunn, research and program director at Toronto's Bay Centre for Birth Control, who cautions that it's not yet clear what advantages—if any—these new hormones have over the synthetic ones.

ELLA Another product Dunn sees on the horizon is the introduction of a second kind of emergency contraceptive pill known as Ella. It's a different formulation from Plan B and has a wider window of effectiveness. "There's a good possibility that we'll soon see this in Canada since the drug in the product is already on the market but in a different dosage; it's used to treat fibroids," says Dunn.



ELLE

THE PARISIANS' LIFESTYLE
HANDBAGS

www.holiday.ca

ELLE est une marque de HACHETTE FILM & PRESSE SA, Paris, France.
ELLE is a trademark owned by HACHETTE FILM & PRESSE SA, Paris, France.



THE WAITING GAME

When getting pregnant happens to everyone but you, what's the best way to go forward? BY DANIELLE DEVEREAUX

Some women say they've always wanted to have a baby. I used to be terrified by the prospect and, later, felt pretty neutral about it. If it happened, it happened; if not, well, I'm not sure what I thought would happen if it didn't. Probably I thought it would be no big deal. And it wasn't, until it didn't happen and still isn't happening, and now having a baby has become a very big deal.

If you tell your doctor you're trying to get pregnant and it's not working, she'll ask how long you've been trying and, if it's long enough and, like me, you live in Newfoundland, refer you to the province's only fertility clinic. They will order many tests. Sometimes these tests reveal a problem; in our case, so far, they have not. I took this to be a sign that we didn't need medical help; we just needed to try better. I didn't want to need ▷

Turn Up The Volume

- Promotes healthy and full hair
- Provides nutrients for the hair follicles
- Contains procyanidin B2 extracted from apples
- Easy to take - only one tablet a day
- Top seller in Europe!



WHAT OUR CUSTOMERS SAY:



"I started to take Hair Volume to improve the health of my hair. I have now used it for 2 months and I am really satisfied with the product. My hair feels full and healthy and even my nails feel stronger. I highly recommend it."



"I have now taken the Hair Volume tablets for 38 days and can say for sure that I feel a clear improvement and much less hair loss. I had a very positive experience and will definitely continue taking it."

Christie, Canada



YOUR HAIR TABLET

Hair Volume™ is a Swedish supplement that has become a runaway success in Europe. Hair Volume contains a special apple extract rich in procyanidin B2, which has shown impressive results in recent studies. Our customers are raving about how this product helped them - see the reviews online, or try Hair Volume for yourself.

For more information or to purchase directly, call us at 1-877-696-6734 or visit us at www.newnordicusa.com.



ONLINE SHOP
newnordic.ca

*I tried not to think
about getting
pregnant, because
this is what people
tell you: Stop
thinking about it.*

medical help, so this was a convenient interpretation. I decided to take a year off from medical clinics. I bought books on increasing fertility and charted my cycle; I consulted a naturopath and an acupuncturist and gave up gluten, caffeine and dairy; I did yoga; I tried not to think about it, because this is what people tell you: Stop thinking about it. But the thing about trying to have a baby and not having one is that they're everywhere—sitting in grocery-store carts, strolling down sidewalks, popping up on Facebook—so it's difficult not to think about it.

Near the end of my year-long clinic break, I became obsessed with a story about a dead British baby. I discovered him in *The Guardian* online. At first, the details were scant: A baby had been found dead in a home in Yorkshire, his mother taken in for questioning. In time, more information was released: It was the mummified body of a child who'd been dead for almost two years that had been found in a cot in his mother's room, "under a pile of shoes, clothes and bedding." And although the child was four years old, he died dressed in clothes intended for a baby aged six to nine months. Later, when the mother, Amanda Hutton, was found guilty of manslaughter, it was revealed that she and her estranged partner had seven other children: two over 18 and "five children aged between five and 11... [found] malnourished, with head lice and fungal infections that had left them with missing toenails." It was a gruesome case, and I couldn't stop reading about it. Hutton had had eight pregnancies, eight babies.

Around the same time that *The Guardian* was reporting on the case of Hutton and her mummified son, a Calgary woman, Meredith Borowiec, was facing charges for leaving three newborns in the garbage. One was rescued from a dumpster, and she pleaded guilty to aggravated assault. The other two, born in the previous two years, were never found. She was found guilty of two counts of infanticide. While in custody, Borowiec had a fourth baby; it was taken away immediately.

to get pregnant.

For a while, I worried that my obsession with dead-baby news stories was unhealthy, and maybe it was, but it also made returning to the fertility clinic easier. I'd resisted going, in part, because I was afraid to tempt fate—if I were meant to get pregnant, it would, and should, just happen; who was I to intervene with drugs and doctors? Hutton and Borowiec are obviously quite fertile, but these women were no more meant to get pregnant and have children than I'm meant not to.

I returned to the fertility clinic about eight months ago. The nurses have been kind. The doctors have been helpful. I'm still not pregnant. In terms of treatment options, the next step is in vitro fertilization (IVF). IVF isn't available in Newfoundland, so I have started the process of getting referred to a clinic on the mainland. There will be more tests, more drugs and more injections. We should expect to spend between \$10,000 and \$12,000.

I don't like talking about my baby-making troubles, but trying to get pregnant with the help of a fertility clinic takes up a lot of time and head-space, so sometimes I do. Everyone seems to know someone who has gone through something similar. I get told a lot of fertility-treatment success stories. These stories used to make me feel better, but the longer this goes on, the more I think about the other stories—the people for whom there was and will be no pregnancy, no baby—because those stories exist too. Where the success stories can bring hope, the others bring sadness and, some days, despair. What I try to do now is not think too much about other people's stories; they're interesting, of course, and important, but they're not mine. I don't know how mine will turn out yet; I'm still in it. □

The only details I know about the lives of Hutton and Borowiec are those reported in online-media stories. These stories are confounding and tragic; none suggest that either woman spent \$60 a month on whole-food prenatal vitamins in an attempt

ACCORDING TO STATISTICS FROM HEALTH CANADA, NEARLY 16 PERCENT (OR ONE IN SIX) OF COUPLES IN CANADA EXPERIENCE INFERTILITY, A NUMBER THAT HAS DOUBLED SINCE THE 1980S.



SENSITIVE SKIN? WE'VE GOT YOU COVERED



Available in Face & Body Sunscreen Lotion.

Free of dyes, oils, alcohol and fragrances, new **Coppertone® Sensitive Skin™** has been clinically proven to be fit for your delicate skin.

Canada's most trusted
suncare brand.*

To be sure that Coppertone products are right for you, always read and follow the label.

*Reader's Digest Trusted Brand Study 2013-2014. ®Registered trademark of Schering-Plough Canada Inc. ©2015 Schering-Plough Canada Inc., a subsidiary of Merck & Co, Inc. All rights reserved.



GAME TIME

Maria Sharapova works out four to five hours a day, six days a week. We caught up with the tennis ace during a rare moment of stillness.

WHAT'S ON YOUR WORKOUT PLAYLIST? "I play the lists on Pandora or Spotify because I don't always like to know what music is coming up." **WHAT'S YOUR BEAUTY ROUTINE LIKE ON THE COURT?** "It's minimal. I start my day with sunscreen, because 90 percent of the time I'm practising under the sun. Sun protection has become a huge part of my beauty regimen." **WHAT DOES FRAGRANCE MEAN TO YOU?** "Fragrance is the last touch of your beauty regimen, when you're about to go out the door and start your day." **WHAT ARE YOUR FAVOURITE NOTES?** "I love sensual notes with white flowers, lavender and maybe a bit of wood. Some of those notes are in Avon Luck as well. A fragrance that I can really carry with me throughout the day—I love starting and finishing a day with the same scent; it's very individual!" Avon Luck for Her Eau de Parfum Spray (\$35 for 50 mL, avon.ca)

BODY NEWS

THE SWITCH-UP

It's time to make some major—and minor—adjustments.



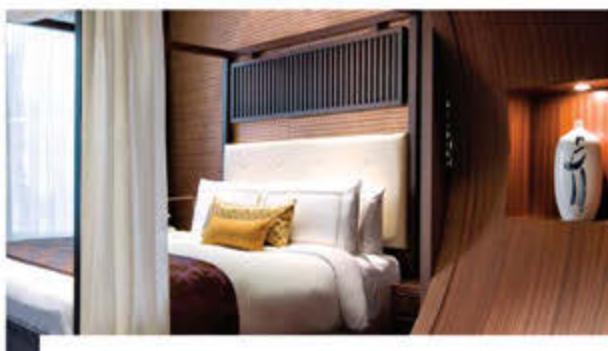
ELLE ❤ LOVES

Reebok Cardio Ultra running shoes (\$150, reebok.ca), which were designed for quick-motion exercise moves done in studio. (Think high knees and boxing while hopping on the spot.) The tri-layer of foam absorbs impact and provides rebound support, while the arch snugly cups your foot allowing for spry multidirectional changes in movement. And their cheeky pineapple hue is everything.



PUT A RING ON IT

Research conducted by the University of California, Irvine, found that those with a more clearly defined limbal ring—the border between the iris and the white part of the eye—are seen as more attractive. This info was a springboard for the creation of 1-Day Acuvue Define contact lenses (\$40 for 30 lenses, acuvue.ca), available in three options: Sparkle, Shimmer and Shine. The lenses enhance your natural eye colour, offer UV protection and add a layer of "wetness," which makes your eyes appear brighter and healthier.



NAMA-STAY NOW

The luxe hotel Shangri-La Toronto has partnered up with Lululemon to offer a restorative in-room yoga experience via iPad or TV, and each room is stocked with a mat from the Canadian fitness-gear giant. The vinyasa-based practice flows seamlessly, so you can easily roll from the bed to the mat and then back to bed, should you need to do so. Room service? □

POP OF GENTLE

NEW



Finally
THERE'S A DEEPER CLEAN*
THAT'S GENTLE ON SKIN

*vs. the next leading Canadian National Free Detergent.
Like any household detergent, keep away from children.



LIFEREBOOT

BREAST INTENTIONS

Stephanie Gilman wrestles with what it means to be a woman and a feminist.

i

never used to think too much about my breasts. They were on the (very) small side, fairly unremarkable, and usually in need of a decent push-up bra. I didn't see them as a major part of my self-identity. You might even say I took them for granted.

I didn't think too much about my breasts until they were no longer a part of me. At the age of 28, I was diagnosed with breast cancer and underwent a bilateral mastectomy. At that time, all I could think about was that my breasts were trying to kill me; I didn't worry too much about losing them or the physical and emotional consequences that would follow. I worried that I was in my 20s and might die of cancer. Nothing else concerned me more than that terrifying possibility. So I figured I'd do what I needed to do, get through it and deal with the after-effects later.

And now it's later—two years, to be precise—and I am still very much dealing with the loss of my breasts and its enormous impact on my sense of self. Apparently, as it turns out, my breasts were more important to me than I realized.

The feminist voice inside my head pleads with me to be bold and make grand statements about not being defined by my breasts, feeling secure in my femininity and being proud of my body and my “battle scars.” I’d love to be like Angelina Jolie, who, in her now-famous *New York Times* piece about having a preventive double mastectomy, wrote: “I do not feel any less of a woman. I feel empowered that I made a strong choice that in no way diminishes my femininity.” I want to be seen as one of those inspiring breast-cancer survivors who are unwilling to let▷



MOMS DON'T TAKE SICK DAYS.



MOMS TAKE

THE THE
NON-DROWSY, NIGHTTIME,
COUGHING, SNIFFLING,
ACHING, SNEEZING,
FEVER, COUGHING,
SORE THROAT, ACHING,
STUFFY HEAD, FEVER,

**SO YOU CAN POWER SO YOU CAN SLEEP
THROUGH YOUR DAY, WITH A COLD,
MEDICINE. MEDICINE.**

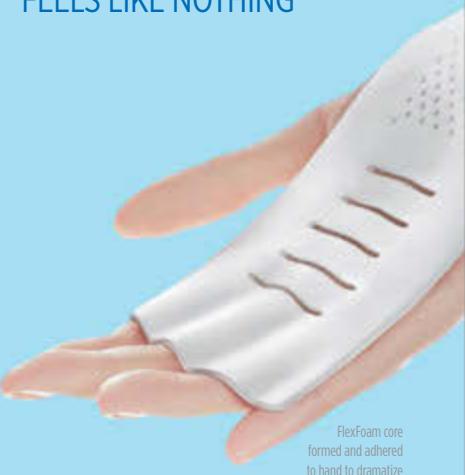


To ensure this product is right for you, always follow and read the label. Keep all medicines out of reach of children.
© Procter & Gamble, Inc. 2015

always INFINITY

THE WORLD'S FIRST FOAM PAD

SUPER THIN FLEXFOAM
ABSORBS 10X ITS WEIGHT
FEELS LIKE NOTHING



FlexFoam core
formed and adhered
to hand to dramatize
molding properties.



always

© Procter & Gamble, Inc., 2014

ELLE BODY

When I hear mothers discuss the challenges or importance of breastfeeding, I think of how I will never be part of their club. Like a child who has been left out of the cool kids' clique, I am on the outside, always looking in.

cancer take away their self-confidence. That narrative, as ideal as it sounds, is not my reality. Not even close.

Whenever there's a scene on TV where the men are ogling the woman with the big, bouncy breasts, I'm reminded that that part of my sexuality and womanhood is gone. Instead, I have firm, uncomfortable mounds of silicone under my chest muscle and there is almost no sensation; I try to draw attention away from them rather than to them.

When I hear mothers discuss the challenges or importance of breastfeeding, I think of how I will never be part of their club. Like a child who has been left out of the cool kids' clique, I am on the outside, always looking in.

When I look in the mirror and analyze my body, "sexy" and "feminine" are not words that come to mind. I feel like a science experiment gone awry, with two huge scars across my chest and smaller ones under my armpits. And, to add insult to injury, my eyebrows have not fully grown back in, I suffer from treatment-induced menopausal side effects and I currently can't have children because of the medication I need to take (that is, if chemotherapy didn't already destroy my fertility). I see all of these things as being at odds with how I define femaleness.

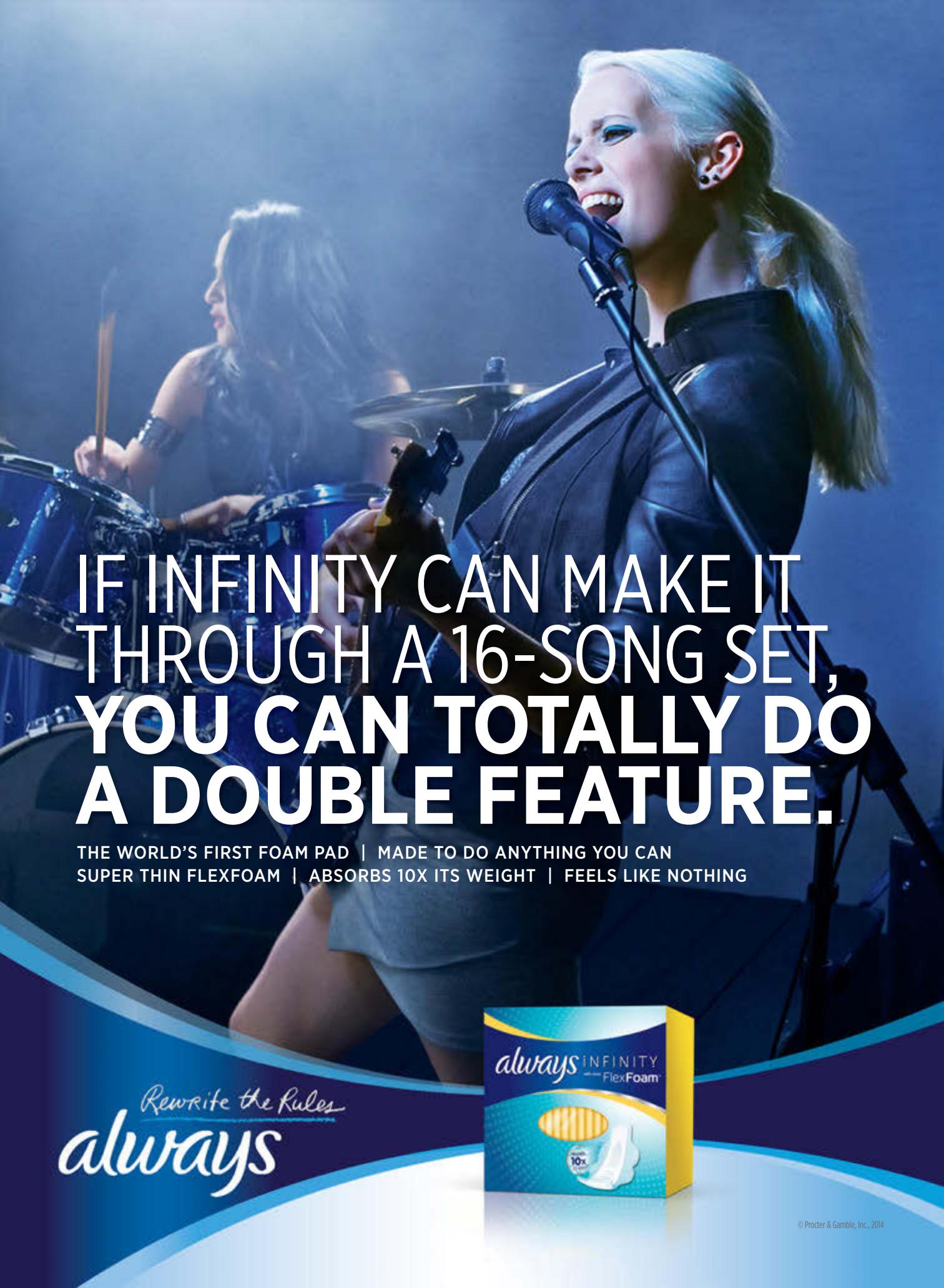
This column is all about finding meaning, purpose and acceptance throughout my journey. When it comes to rebooting my self-perception and making peace with a new definition of what it means to be a woman, I am not quite there yet. I seek to find that inner strength so that I can move on and not dwell on what I've lost or what I will never have. But I've still got anger and sadness inside of me that creep up every now and then: when a pushy sales girl in a lingerie store eagerly demands that I let her measure me for a bra; when I overhear someone making a comment about how she would never get fake boobs; when I think about the breasts that I once had, that I never really cared about, and how I can now barely remember what they looked or felt like.

I know that I am not my breasts and that they don't define my femininity. I also know that I am not any less of a feminist because I miss them, mourn their loss and wish I could go back to a time before my surgery, before my cancer and before I ever gave my breasts more than a passing thought. There is no black and white here, and there are no easy answers. This is simply the body I must now live in, and I am determined to continue figuring out how to do that. I am woman. Hear me roar. □



Check out
Stephanie's other
challenges at
ellecanada.com/lifereboot.

CHALLENGE #7 For my next #lifereboot, I'll be trying to lower my stress levels and anxiety by using a headband called "Muse" that monitors the activity in my brain. My life is beginning to sound like a science-fiction movie....



IF INFINITY CAN MAKE IT
THROUGH A 16-SONG SET,
YOU CAN TOTALLY DO
A DOUBLE FEATURE.

THE WORLD'S FIRST FOAM PAD | MADE TO DO ANYTHING YOU CAN
SUPER THIN FLEXFOAM | ABSORBS 10X ITS WEIGHT | FEELS LIKE NOTHING

Rewrite the Rules
always





ELLE

THE PARISIANS' LIFESTYLE
HANDBAGS

www.holiday.ca

ELLE is a registered trademark of H&M HOLDING AB, Stockholm, Sweden.
ELLE is a registered trademark of H&M HOLDING AB, Stockholm, Sweden.

ELLE TRAVEL

GETAWAY TALES, GREAT ESCAPES & TOP TRENDS

THE PRIVILEGE TO EXPLORE

*Get to know the world
better, wherever you go.*

**DIFFERENT
PERSPECTIVES** The Iranian landscape is made up of wonderful wide-open views. But it's only an illusion of freedom and stands in stark contrast to the country's devastating human-rights record. In this month's ELLE World, we share the heartbreak story and personal letters of Reyhaneh Jabbari, a 26-year-old Iranian woman who was executed in October after being convicted of murdering a man who allegedly attempted to rape her (page 234).



EDITOR'S POV Sometimes I forget how lucky we are as Canadians to be able to hop on a plane at a moment's notice. Whether we want to check out the fashion scene in Denmark (page 226), tackle a solo backpacking trip or combine international volunteer work with a few days on the beach, our opportunities to just get away—and to deepen our understanding of the world in the process—are almost endless. But the freedom to travel, let alone basic human rights, is not available to all—women in particular. This month's ELLE World is just one example of change that is still needed. Join us at ellecanada.com/world to read more. **CHRISTINA REYNOLDS**

The interactive #HappyWall in Nytorv square (right); top looks from Fonnesbech and Baum und Pferdgarten (below and far right)



COOL COPENHAGEN

Explore Denmark's stylish capital like a fashion editor. BY CHARLOTTE HERROLD



Copenhagen's H.C. Andersen Boulevard (above) leads to City Hall Square, where the shows are held; the front row swooned over Mark Kenly Domino Tan's s/s 2015 collection (right).



W

ith its cobblestone streets and plentiful bike lanes, Copenhagen is built for flats, not stilettos. So to check out the city's spring/summer 2015 Fashion Week, I didn't bother packing the Valentino heels that were ubiquitous in the front rows of the major fall shows just months prior. Instead, I opted for black-and-white Nikes and fit in seamlessly with the laid-back-chic locals as I navigated this stylish hub that is primed to rival Milan and Paris as the cool-girl fashion capital of Europe.

For more than a half a century, Denmark has been synonymous with avant-garde design, characterized by the modernist architecture and furniture styles made popular worldwide by Arne Jacobsen. But over the past decade, cutting-edge fashion designers like Malene Birger and Henrik Vibskov have taken the torch, and today Copenhagen Fashion Week, held every February and August, is the largest fashion event in Northern Europe.

In the vast square outside the palatial turn-of-the-century City Hall—the main venue for the runway shows—the appeal of the unpretentiously stylish citizenry is especially apparent. Photographers crowd around to capture local It girls draped in elegant silk T-shirts, roomy trousers, soft pleated skirts and breezy cotton tunics—

there's nary an ostentatious hat or neon fur accessory in sight. And in this city of 1.3 million, where almost half commute by bike, even the style set—their feet clad in Chanel sneakers—pedal to fashion events, past modern art galleries and landmarks such as the 19th-century amusement park Tivoli Gardens.

"The Danes have an easy approach to dressing," confirms Freya Dalsjö, an up-and-coming designer whose show is one of the most hotly anticipated of the week. "They want to look good but be comfortable and practical."

It's not the only difference I encounter: Here, there's a noticeable absence of carefully guarded guest lists. The Copenhagen Fashion Festival, which coincides with the runway presentations, offers an assortment of more than 200 exhibitions, parties, competitions and shows trumpeting the inviting tag line "Open to all." Events such as the Global Fashion Exchange (a giant luxury clothing swap) and #streetstyleride (a stylish bike tour) are unticketed and welcome tourists and local scenesters in addition to international buyers and journalists.

Reciprocally, Danish designers take the public into great consideration when imagining their collections. "When I design, it's very much about the women I see on the street and work with," says Ditte Reffstrup, creative director for Ganni, which is building an international following devoted to its whimsical yet wearable staples. As the city's style scene matures, other designers are challenging any single definition of what it means to be a Danish fashion brand. For her spring/summer 2015 collection, Dalsjö broke out with more daring touches, like coloured fur and beaded embellishments. When I ask her whether she has found it difficult to be different, she doesn't hesitate to say that she feels "very supported." That's the thing about Denmark's creative capital: It really is open to all.

CHARLOTTE HERROLD (FONNEBECH, BAUM UND PFERDGARTEN AND MARK KENLY DOMINO TAN RUNWAY SHOWS & #HAPPYWALL); COPENHAGEN MEDIA CENTER (H.C. ANDERSEN'S MARC BY MARC JACOBS, MISONI, DRIES VAN NOTEN, PROENZA SCHOULER, RIMOWAY SHOW); COPENHAGEN FASHION WEEK (BY MALENE BIRGER, VERO MODA, B. VALENTI & DESIGNERS' REMIX SHOW); CHARLOTTE ESKILDSEN (RUNWAY SHOWS).

EDITOR'S BLACK BOOK

STAY If you're looking for charm, you'll find it in spades at the world's smallest hotel in Copenhagen's hipster Vesterbro 'hood. The Central Hotel is a homey one-room abode decked out with vintage fixtures and Tromborg skincare amenities, and it's set above an equally quaint café. Or, spread out at Hotel SP34, located on the edge of Ørstedsparken, a sprawling crocus-bloom-filled public green space in the city centre. The hotel features the best of modern Danish design, including sleek leather-clad colonial chairs from Ole Wanscher and wood café tables by Nanna Ditzel.

SHOP Wander through the spacious open-concept flagship for Danish brand Wood Wood in the Strøget shopping district, where cobblestone streets are reserved for pedestrians, cyclists and a fair share of buskers. Shop for smart streetwear separates alongside hand-picked pieces from Comme des Garçons, Carven and Jacquemus. Then, travel back in time (and about five minutes by foot westward) to hunt for treasure at Time's Up Vintage, a curated collection of high-end fashion finds from decades past—think floral Moschino frocks from the '90s and authentic Japanese kimonos from the '60s and '70s.

EAT Boasting the most Michelin-starred restaurants of any city in Scandinavia (17 stars were awarded in 2014), Copenhagen presents the very happy predicament of being spoiled for choice. Where to start? Book a table at No. 2, the younger sibling of gourmet Restaurant AOC, for a locavore take on New Nordic Cuisine. Must-try: the Danish beef tenderloin and vibrant salt-baked beetroot.

EXPLORE Rent a car and head north along the coast to nearby Humlebaek, home of the Louisiana Museum of Modern Art. Situated on an expansive willow-dotted lawn, surrounded by a sculpture garden and with a view of Sweden across the sound, it's worth a visit just to take in the tranquil pastoral setting.



BY MALENE BIRGER



MARC BY MARC JACOBS



ANTONIO MARRAS



DRIES VAN NOTEN

GREATEST HITS

The top 3 moments from Copenhagen Fashion Week s/s 2015.

BEST SNACKS The impossibly cool husband-and-wife team behind Ganni served up popcorn and boozy slushies at their presentation. They were the perfect refreshers for the show's sunny locale: a private rooftop tennis court at the Hotel Mercur.

BEST REASON TO GET DRENCHED Henrik Vibskov surprised his guests by showing his collection alongside a performance by the Norwegian National Ballet—in a 150-square-metre shallow pool. There wasn't a dry foot in the front row, but, trust, it was worth it.

HOTTEST TICKET The fashion pack flocked to Paper Island—a once-upon-a-time storage facility for the Danish Press on Copenhagen's harbour-front—to see the first spring collection from By Malene Birger's new creative director, Christina Exsteen. Standout: the fringed blouses inspired by traditional folk costumes.



MODEL OF THE MOMENT

Charlotte Lindqvist's runway takeover:

If this is the first time you're reading Charlotte Lindqvist's name, be prepared to start noticing it everywhere. The Danish stunner kicked off her career by opening the s/s 2014 Proenza Schouler show and starred in the brand's print campaign. In Copenhagen, she walked for Veronica B. Vallenes,

Designers Remix by Charlotte Eskildsen and By Malene Birger, where I caught up with her backstage.

BIG BREAK "The Proenza Schouler campaign was fantastic. I love David Sims' photography, so it was so nice to work with him." **FAVE DESIGNER** "Mark Kenly Domino Tan's collection was quite simple, but there's a special feel to it."

OFF-DUTY STYLE "I go to Episode, a vintage store [in Copenhagen's city centre], for old Levi's and cool sweaters." ▷



VERONICA B. VALLENES



MISSONI



PROENZA SCHOULER



DESIGNERS REMIX BY CHARLOTTE ESKILDSEN



"Sculptured" shoulder bag (\$375, [ecco.com](#))

IN THE BAG Danish brand ECCO may be best known for footwear, but with the appointment of Swedish accessories designer Jonas Olsson in 2013, it's beginning to play a directional role in the leather-handbag market. Here, Olsson deconstructs the brand's It bag for spring.

BARE IT ALL "Often, my design process starts with the leather—as you play with it, ideas start to come," says Olsson. Rather than using heavily treated leathers embossed with glaring logos, he focuses on highlighting natural textures. **IN GOOD COMPANY** In addition to the leather for its own accessories collections, ECCO's factory in Dongen, Netherlands, produces the raw materials for luxury brands such as Alexander Wang, Louis Vuitton and Marc Jacobs. "It's very important to use the right materials, and we have every possibility at the tannery," he says. **SHAPE-SHIFTER** The "Sculptured" bag is deceptively minimal: "It looks square when you see it on display, but when you lift it, it becomes a soft pyramid shape. Its personality becomes more defined." **FASHION-FORWARD** Once a year, ECCO hosts the Open Circle lab in Dongen, where designers and leather technicians get to experiment. "In the past, everyone was following a trend, but now it's all about individuality," he says.

INSIDER'S GUIDE: Jonas Olsson's favourite Copenhagen haunts.



SHOP "There are a lot of smaller, more alternative shops along Istedgade in the Vesterbro neighbourhood. It's very interesting to see what's emerging."



DINE "There's a great restaurant in the meatpacking district called Kul." The menu features inventive sharing dishes, such as brown crab with pickled onions and smoked marrow, that aim to make fine dining more accessible.



DRINK "For nightlife, you can't beat 1105." Try the cherry- and Jenever-infused Copenhagen cocktail at this sexy all-black speakeasy.



EXPLORE "I love to take a bike tour during the fashion festival in the summer. It's a great way to see what all the young people are wearing."

COPENHAGEN STREET STYLE: Cool, casual and lightly accessorized.



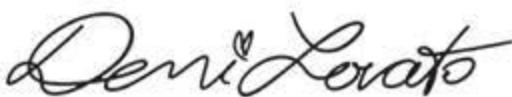
I like to funk up my little black dress.



DEMI'S 3 GO-TO LOOKS

PERIOD OR NOT.

"With the Radiant Collection from Tampax & Always I have the confidence to wear what I want, no matter what time of the month it is."

A stylized, handwritten signature of Demi Lovato's name.

WEAR WHAT YOU WANT.

Jean shorties are my weekend go-to.





TRAVEL NEWS

ACROSS THE POND

Get a taste of London on both sides of the Atlantic.



ENGLISH CHARMS IN THE BIG APPLE

STAY Check in to the London NYC, a swank midtown boutique hotel where the roomy suites are bathed in cool greige and cream tones and feature luxe upgrades like shimmering gunmetal sheets. The bathrooms are so expansive and white that you'll never leave a diamond stud behind again. And rather than employ some cheesy anglophilia to represent its name (no silent Queen's Guards here), the hotel has adopted a few British delights: Gordon Ramsay's Maze resto is nestled into its first floor (try the Beef Wellington for two), the customer service is elegant and prompt and they make a mean cup of tea.

HANG OUT The James Beard Foundation just named Brit April Bloomfield the best chef in New York City. Check out her West Village gastropub, the Spotted Pig, where you can listen for cockney accents while noshing on classic pub snacks like chicken-liver toast, devils on horseback and rollmops.

SHOP Head to Madison Avenue to hit up some of the Duchess of Cambridge's fave Brit brands: the Alexander McQueen flagship for a fancy frock and L.K. Bennett for classic pumps.



ALEXANDER MCQUEEN



BRITISH STYLE IN CENTRAL LONDON

STAY Immerse yourself in the thick of London's art and fashion scenes at Brown's Hotel in tony Mayfair. The handsome white-stucco building is surrounded by galleries and flagship designer boutiques—stay during London Fashion Week and you'll likely happen upon models in the banquet rooms preparing for hot-ticket presentations held down the road at Amanda Wakeley or Victoria Beckham. The artistic experience continues back in your suite, where walnut dressers and velvet-clad headboards are paired with works from buzzy contemporary British artists such as Tracey Emin and photographer Mat Collishaw.



SIMONE ROCHA

HANG OUT The nearby Royal Academy of Arts is showing *Rubens and His Legacy: Van Dyck to Cézanne* until April 10. Get tickets through Brown's, which has a special package that also includes a welcome bottle of Ruinart bubbles.

SHOP Take in the street-style scene at the Dover Street Market, where you can score eye-catching pieces from up-and-coming designers like British fashion darling Simone Rocha.

PACKING ESSENTIALS



BEAUTY MUST-HAVE Aesop's eight-piece antioxidant-packed London Travel Kit tops any inflight amenities set. The parsley-seed-, geranium-leaf- and bergamot-mint-scented creams and cleansers will keep you refreshed—and give you a mood-boosting hit of aromatherapy—wherever you're headed (\$92, at Holt Renfrew, holtrenfrew.com). □



GET MAPPED OUT Go off the beaten track with Brit travel firm Herb Lester Associates' quirky old-school fold-out maps. We love *The Look of London*, a guide to the city's most influential fashion spots dating back to the 1950s, and the *Collected Guides* sets for London and New York; each set contains six themed maps (\$7 per map and \$36 for a box set, herblester.com). □



Tim Hortons.

WHAT DO WE KNOW ABOUT WHOLESOME? WELL, WE'RE PRETTY SURE YOU WANT MORE OF IT.

We know life isn't 9 to 5 anymore. It's 24/7. That's why whenever you come into Tims, you'll find a menu with plenty of options, morning, noon or night – from our delicious donuts to our wholesome soups and Greek yogurt parfaits. Tims. **More good to love.™**



TRAVEL INSIDER
ALEX MERRELL
on how to DJ your way across the globe.

When Cartier, Mercedes-Benz or W Hotels (among others) need to set the right vibe at a glam occasion, they call DJ Alex Merrell. Playing these gigs has taken the New York-based Vancouver native to places like St. Barts and Morocco—and since she travels over 200,000 kilometres a year, she's more likely to run into friends abroad. “My biggest frustration has been missing people by not knowing they were in town!” she says. That’s why she’s launching TREC this spring, an iPhone app for frequent travellers that syncs friends’ travel calendars by city. Not on the itinerary? “I avoid clubs! I prefer little jazz bars.”

FLIGHT PLANS “I usually catch the red-eye so I can start exploring as soon as I get to a city. If I’m not sleeping, I chat with my seatmate. I’ve made a lot of friends and business contacts on planes.” **FLIGHT STYLE** “My ‘day job’ is a night job, so I bring killer heels, statement accessories and show-stopping dresses.”



ALEX’S LONG-HAUL-SURVIVAL PLAYLIST

1. “Paris” by Little Dragon
2. “Quiet Nights” by Catching Flies
3. “Often (Kygo Remix)” by The Weeknd

BLACK BOOK: NEW YORK **Jet-lag lifesaver**

“The best way to decompress after travelling is the Roman-style baths at Aire in Tribeca. They save my mangled body!”

Night out “The best cocktail in NYC is the bourbon- and rum-based Start Me Up at the NoMad Hotel!”

Favourite resto to take out-of-towners to “La Esquina has great Mexican food. It’s underground, so it has a speak-easy vibe.”

Daily brew “I’m really into matcha from MatchaBar.”



GLOBAL ADDRESS BOOK **Best place to see Mick Jagger**

“I had a gig in Deauville, France, last year, and he showed up and danced until 2 a.m.”

Top airports “The

Cathay Pacific lounge in Hong Kong is incredible, Heathrow has the best shopping and I love Vancouver because there’s a big piece of my father’s [Todd Merrell] art in the arrivals area.”

Best scene “The Hôtel Costes in Paris sets the bar for sexy. You can always find interesting strangers to have a conversation with.”

Jet-set getaway “Saline Beach in St. Barts is my idea of heaven. It’s magical.”

Caffeine fix “In Istanbul, I DJed at Lucca, which is a restaurant turned party spot. I drank a lot of Turkish coffee there. It’s like a five-hour energy drink!” □



Leather moto jacket, The Arrivals (\$809, thearrivals.com); leather bag, Mackage (\$350, mackage.com); leather boots, Toga (\$450, matchesfashion.com); Klorane Gentle Dry Shampoo with Oat Extract (\$15.50, drugstores)

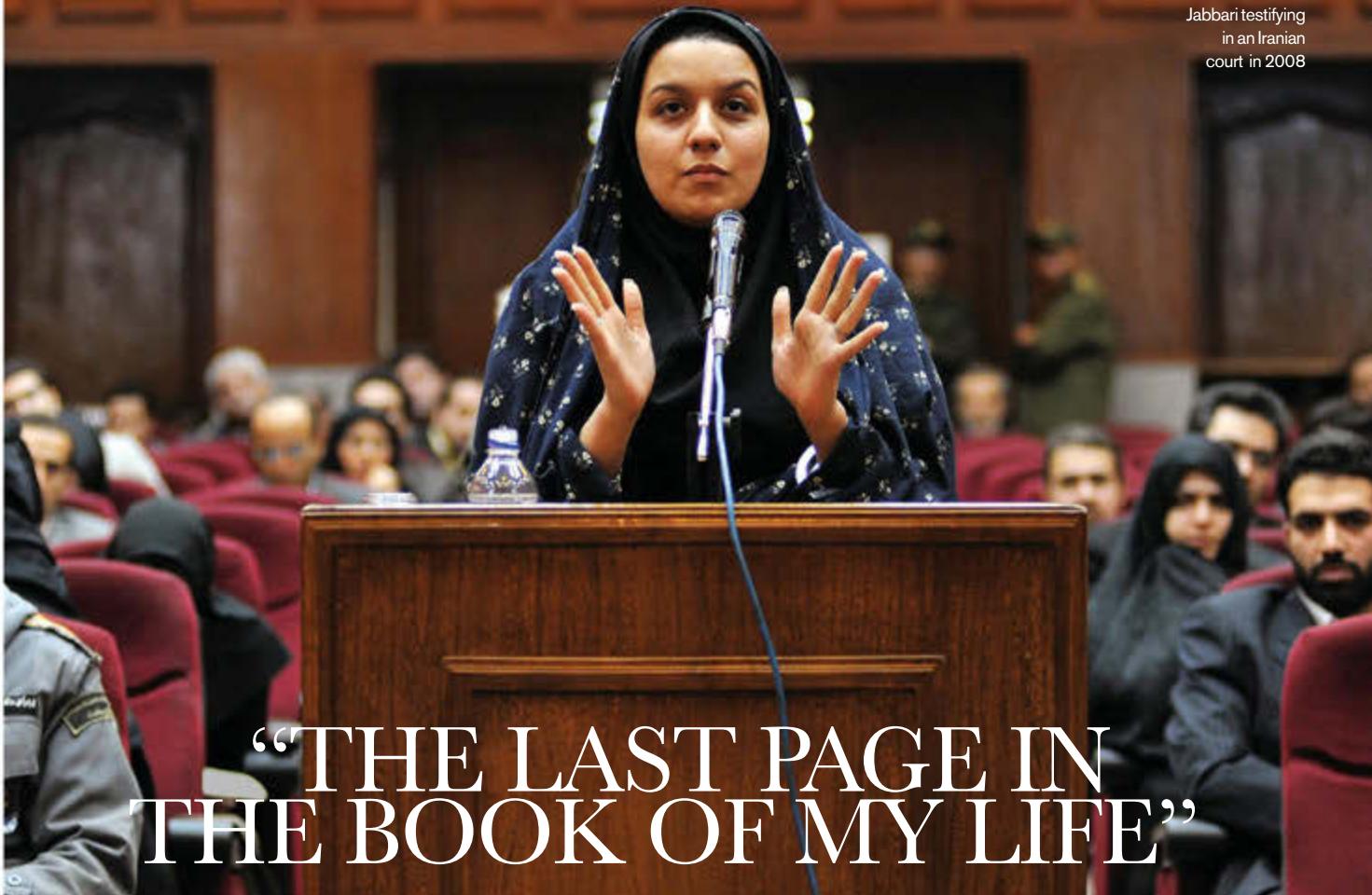
THREE LAYERS OF 'OMG' GOODNESS AND 13 GRAMS OF PROTEIN.

GREEK YOGURT PARFAIT

More good to love.™



Tim Hortons.



“THE LAST PAGE IN THE BOOK OF MY LIFE”

So said Reyhaneh Jabbari in her final message before she was hanged in Iran for killing a man whom she accused of attempting to rape her. BY SUSAN MCCLELLAND

i

In early 2007, Reyhaneh Jabbari had dreams. “Once upon a time,” she wrote in one of the letters she penned while on death row at Shahr-e Ray prison outside Tehran, Iran, “I was living free from pain and suffering in a home built with love and compassion.” But all that changed when Jabbari was 19 and in her third semester at university, where she was studying computer software.

She tells her story through the letters. One day, while at an ice cream store, an older man, Morteza Sarbandi, overheard her talking on the phone about her part-time work as an interior designer. He approached her, introducing himself as a doctor, and explained that he wanted his office redecorated. Several weeks later, on July 7, 2007, Sarbandi and a male friend picked Jabbari up to visit his office, but the friend exited the car before they arrived.

When she got to the space, she was shocked. “It was not an office,” she wrote. “This was a rundown residential

flat filled with dirt and dust.” As Jabbari nervously began to sketch and take notes, she said, Sarbandi locked the door, covered the sofa with a bedsheet and then showed her a condom and asked if she knew what it was for. “I knew. Fear seized my soul. I stood up. I seemed smaller and weaker sitting down. He came forward,” she wrote.

Then she saw a knife and grabbed it. “It was too small to even scare him. He was laughing,” she wrote. As they struggled, she continued, “I raised my hand and with all my hopes and dreams in my mind I stabbed him.” She said he sat on the floor and pulled the knife out of his back while she searched for the key to get out of the apartment. Then he came at her once more “and punched with his bloodied hand. I ran towards the door and tried opening it by stabbing the door.... Then I heard the sound of [a] key turning in the door.” Sarbandi’s friend entered the room and she ran out. Sarbandi later died in the hospital.



Jabbari was convicted of murder; she was sentenced to death in 2009 and hanged on October 25, 2014. She was 26. During the seven years she spent in prison, she said that her only salvation was writing long letters to her mother with whatever she could find: She picked pieces of scrap paper out of the garbage and sometimes even wrote with a pen that other prisoners used to tattoo themselves. Iranian prisoners are allowed to write letters, but writing about the judicial system and prison conditions is illegal, according to Mohammad Mostafaei, who is one of Iran's most successful criminal-defence lawyers and who represented Jabbari. Some of her letters were taken by guards and likely destroyed, but more than 40,000 of her words survived after she gave them to fellow prisoners who were about to be released.

I came by some of these letters via Mostafaei, who'd had them translated from Farsi into English by various people in Iran who cannot be named for their protection. Some were posted on Facebook to raise awareness about her case. Mostafaei has been instrumental in launching international campaigns to reverse the sentences of some of the country's highest-profile human-rights cases, including children facing the death penalty and Sakineh

Mohammadi Ashtiani, a woman who, in 2006, was sentenced to death by stoning for adultery. Last March, Ashtiani received a pardon, and she has since been released from prison.

"When Reyhaneh left Sarbandi after the attack, he was alive," says Mostafaei, who was forced into exile in 2010 due to his human-rights work and defence of Ashtiani. While running the Universal Tolerance Organization, a non-profit group based in Norway, he continued to help on Jabbari's case as an adviser. "There is no way the wounds she inflicted could have resulted in his death," he further explains. "The third person who came into the room...no one ever looked into that because of connections to people high up in the Iranian intelligence. [Sarbandi was a former employee of Iran's Ministry of Intelligence.] Then there is the issue of self-defence. Reyhaneh had no intention of killing another person. She stabbed him with a knife to protect herself."

Under Iranian law, Sarbandi's family could have granted Jabbari clemency from the death penalty, but they wouldn't—allegedly, one of the family's conditions was that she retract her claims of attempted rape against Sarbandi. She refused.

REYHANEH JABBARI'S LETTERS FROM DEATH ROW

Here are excerpts from four undated letters (translated from Farsi) that Jabbari wrote during her last year in prison as well as an excerpt from the final voice-mail message she left for her mother.

ONE DAY, ONE OF THE GUARDS GAVE ME A CARD AND
told me the card was equivalent to having
money. By then, my injuries had healed and I

could take showers. That same
day an old woman came to
clean my cell. This was the custom at Evin [a prison where
she was held prior to being transferred to Shahr-e Ray
prison]: Women who were
lonely and had no visitors had
to work to earn telephone
rights and by selling their
phone time to other prisoners
would earn a living.

*The male
interrogator does
not know what it
means to strike a
woman in her
breasts with a
knee during her
monthly cycle.*

Her name was Nessa. She
was full of regret and dis-
appointment. I gave her my
card and asked her to buy me
a pen and take as much money as she wanted
from the card. She brought me the pen together

with a cookie with a golden stem. I was experiencing a new taste that reminded me of home and happier days. Now I had a pen!

Shamloo [one of Jabbari's interrogators] had prohibited me from reading newspapers, having visitors, reading books, getting any news or reading the Quran. But I had a pen which was complemented by some papers I took from the trash cans when I took walks outside. I would put them in my pockets and bring them back to my cell. I started writing on little pieces of white paper. I expressed my anger, complained, got angry, cursed...and gave Shamloo a nickname...the Old Lizard.

THE MERE TASK OF GETTING UP AND ANSWERING
questions is agony. The male interrogator
does not know what it means to strike a
woman in her breasts with a knee during her
monthly cycle. I do not know why when
women give birth to boys, they do not tell ▷

their sons how they feel, so that when their little son grows up and becomes an interrogator, he would know how to knee-strike an accused in the stomach. An accused who turns out to be a woman and happens to be spending the most difficult days of her life.

A FLUORESCENT LIGHT WAS ALWAYS ON IN MY solitary cell. I could never see the outside light to know whether it was day or night. I only realized it was daytime when workers and guards were busy walking about. And in the nighttime silence, I learned to hear things by putting my ear on the cold metal door and having conversations with the inmates in my neighbouring cells through the little food doors. I learned to stay up at nighttime. On one of those sleepless nights, I got to know Akram and Parvaneh. Akram was the wife of a clergy and I never understood why she was in prison.

But Parvaneh had a different story. She had been in prison in the 1980s but had miraculously been saved from execution. Now she was in

prison for supporting a man I didn't know but she told me about. His name was Osanloo and was apparently the head of the bus company's labour union. I could not understand why a person should be imprisoned for such a thing.

I told Parvaneh my injuries were getting healed, and she constantly told me about the importance of resisting forced confessions. Sadly, she came to my life too late, when I had already confessed everything—to participating in politics, which I never understood, and to all kinds of relationships.

I, REYHANEH JABBARI, WHO HAD NEVER BEEN arrested before and had never done anything to even get a warning from the university's security office, confessed to [illicit] relationships with many people. And it was the Old Lizard who said any contact between a man and a woman who are not related—even a phone conversation—is a relationship. And I, who stayed away from even talking to people that I didn't know, confessed to what he wanted me to.

DEAR SHOLEH, TODAY I LEARNED THAT IT IS NOW my turn to face Qisas [the Iranian regime's law of retribution]. I am hurt as to why you did not let me know yourself that I have reached the last page in the book of my life.... The world did not love us. It did not want my fate. And now I am giving in to it and embracing death.... In the other world, it is you and me who are the accusers and others who are the accused. Let's see what God wants. I wanted to embrace you until I die. I love you. □

The world did not love us. It did not want my fate. And now I am giving in to it and embracing death.

INTERNATIONAL ACTION

Human Rights Watch, Amnesty International and the United Nations, as well as many Western nations, condemned Jabbari's execution and lobbied hard for it to be called off.

"There were serious procedural issues related to due process in the handling of her case, including Jabbari's arrest, her access and denial to a lawyer and being unable to see her family," says Faraz Sanei, the Iran researcher for the Middle East and North Africa division of Human Rights Watch. "The period after someone is first detained and interrogated is when they are most vulnerable to ill-treatment, including psychological and physical abuse and coerced confessions, which happens a lot in Iran."

Iran is one of a handful of countries that criminalize consensual relationships outside of marriage. Adultery, for instance, is still punishable by stoning in Iran. This is also the case in Afghanistan.

In the 2012 Human Rights Watch report *I Had to Run Away*, it was estimated that 400 girls and women were imprisoned in Afghanistan for so-called moral crimes, such as running away from an unlawful marriage and *zina*, which is sex outside of marriage (including being raped or being sold into prostitution). "These systems that criminalize moral crimes are more problematic for women because there is more stigma attached to them," says Sanei. "It makes it much more difficult for girls and women who are sexually assaulted to defend themselves and then come forward. There is a perception both in the judiciary and in public opinion that they were doing something wrong."

WE'VE GOT **\$1308** WORTH
OF PRODUCTS TO WIN!

ELLE GOT TO HAVE IT!

To celebrate our readers,
ELLE Canada is giving away
3 gifts to 4 lucky winners!

Update your spring look with Joe Fresh



Put a fresh spin on your spring wardrobe with a \$100 gift card from Joe Fresh. Update your closet with the season's essential looks including white denim, active-inspired designs and lightweight trench coats. Joefresh.com

RETAIL
VALUE:
\$100

Estee Lauder Revitalizing Supreme Global Anti-Aging Mask Boost



This hydrating, multi-action mask energizes the look of skin with a powerful energy complex which targets the visible signs of fatigue, and immediately awakens skin with an instant radiance boost. Over time, skin looks firmer, less lined and more youthful.

RETAIL
VALUE:
\$138



YSL Black Opium

The new Black Opium is a vibrant and sensual contrast of light and dark. The electrifying energy of black coffee meets the assertive femininity of white flowers creating a fragrance that generates a sensation of lightheadedness and ecstasy. Thebay.com

RETAIL VALUE: **\$89**



ELLE HOROSCOPE

by Georgia Nicols

pisces

(FEB. 19 – MARCH 20)

Happy birthday! It's your turn to recharge your batteries for the rest of the year because the Sun is in your sign; its influence means you will attract favourable circumstances and important people. Therefore, demand the advantage. Grab every opportunity that presents itself. Enjoy shopping for goodies for yourself and loved ones.

gemini

(MAY 21 – JUNE 20)

This is the only month all year when the Sun is at the top of your chart and casting a flattering light on you. Because you look fabulous to others, use this to your advantage: Go after what you want; make your pitch. Competition and physical sports with others will appeal. This is a great month for group activities and good times with dear friends.

virgo

(AUG. 23 – SEPT. 22)

Get more sleep this month because the Sun (your source of energy) is as far away from you as it gets all year. Another reason you need more sleep is that your sexual passion is aroused. New romance that begins now will be memorable! You might also attract money through your spouse or partner. You will feel powerful if you dress sexy this month.

sagittarius

(NOV. 22 – DEC. 21)

Entertain at home this month because family and your private world are a priority right now. You will enjoy cocooning and spending more time with loved ones. However, Venus and Mars encourage schmoozing and socializing. Connect the dots. Invite the gang over for some good food and drink. You can have it all.

aries

(MARCH 21 – APRIL 19)

Two contradictory influences affect you this month. On the one hand, you want to lie low and work alone or behind the scenes; solitude in beautiful surroundings will appeal to you. On the other, with fiery Mars, your ruler, in your sign, you are assertive and wilful. And Venus and Jupiter want you to socialize! One thing is certain: It's a great month to shop.

cancer

(JUNE 21 – JULY 22)

Grab opportunities to travel this month because you want to blow town. In fact, anything that expands your horizons, including further education, will delight you. You feel more ambitious, which could lead to a new romance with a mentor figure or someone who is older. Others might seek your advice about design, layout or furniture arrangement.

libra

(SEPT. 23 – OCT. 22)

Your top priority this month is to get organized. This is a good idea because Libras, more than any other sign, are affected by their immediate environment; if you're in a beautiful, clean room, you feel better. Meanwhile, Mars opposite your sign could mean conflict with a partner or friend. Fortunately, Venus will soften things and patch up misunderstandings.

taurus

(APRIL 20 – MAY 20)

This is a popular month. Enjoy good times with friends and join clubs, classes and organizations because your interactions with others will benefit you. It's also an excellent month for setting goals, so share your dreams with others; their feedback will help. Meanwhile, look for ways to improve your home (including real-estate opportunities).

leo

(JULY 23 – AUG. 22)

Your sexual passion is aroused because all your emotions are super-intense this month. A romance with someone from another culture or country might begin. Existing partnerships will enjoy travel. You've got the bit in your teeth, and you're determined to grab more out of life. With lucky Jupiter in your sign now, you will succeed.

scorpio

(OCT. 23 – NOV. 21)

This is the best month of the year for you to play, flirt, take vacations, explore the arts, see movies and live the good life. (Somebody's gotta do it.) A new romance might flourish. Existing relationships will be lighthearted and playful. Nevertheless, you will work hard because others will support you and perhaps even work on your behalf.

aquarius

(JAN. 20 – FEB. 18)

"The king was in his counting house, counting out his money." This month, earnings, cash flow and financial negotiations are a priority. The key to your success is to remember that others will benefit you now. Form working units or partnerships. Short trips, especially with siblings, will be fun. Your communication skills are strong. □

WITH 7 MOISTURIZERS
AND 3 VITAMINS

GOLD BOND ULTIMATE • DAILY LOTIONS •



000 %

TO MOISTURIZE YOUR SKIN
7 DAYS A WEEK

goldbond.ca

SAVE



On the purchase of any Gold Bond Ultimate lotion.
(Eligible sizes: 368 mL, 400 mL or 411 mL)

To the retailer: Upon presentation of this coupon towards the purchase of any Gold Bond Ultimate lotion 368 mL, 400 mL or 411 mL, Sanofi Consumer Health Inc. will reimburse you for the coupon's face value plus our specified handling fees. This coupon cannot be combined with another special offer and is not valid on sample, trial or bonus sizes. We reserve the right to refuse reimbursement where we suspect fraud or tampering. Failure to present this coupon where the offer is used will void the coupon. Reimbursement will be made only to retail distributors who redeemed the coupons. GST and provincial sales tax, where applicable, are included in the coupon value. For redemption, mail to: Sanofi Consumer Health Inc., P.O. Box 3000, Saint John, New Brunswick E2L 4L3. **To the consumer:** Valid only in Canada. Coupon expires December 31, 2015. Limit: one coupon per purchase. Not redeemable for cash. Facsimile prohibited. Gold Bond® is a registered trademark of Chattem, Inc., used under licence.

**GOLD BOND.
ULTIMATE**



06803953

SAVE



On the purchase of any Gold Bond Ultimate cream.
(Eligible sizes: 127 g or 160 g)

To the retailer: Upon presentation of this coupon towards the purchase of any Gold Bond Ultimate cream 127 g or 160 g, Sanofi Consumer Health Inc. will reimburse you for the coupon's face value plus our specified handling fees. This coupon cannot be combined with another special offer and is not valid on sample, trial or bonus sizes. We reserve the right to refuse reimbursement where we suspect fraud or tampering. Failure to present this coupon where the offer is used will void the coupon. Reimbursement will be made only to retail distributors who redeemed the coupons. GST and provincial sales tax, where applicable, are included in the coupon value. For redemption, mail to: Sanofi Consumer Health Inc., P.O. Box 3000, Saint John, New Brunswick E2L 4L3. **To the consumer:** Valid only in Canada. Coupon expires December 31, 2015. Limit: one coupon per purchase. Not redeemable for cash. Facsimile prohibited. Gold Bond® is a registered trademark of Chattem, Inc., used under licence.

**GOLD BOND.
ULTIMATE**



06803940



ELLE SHOPPING GUIDE

Agatha agatha.fr. Almay At drugstores and mass-market retailers. **A**mbry Childers ambrychildersjewelry.com. **A**nastasia Beverly Hills At Murale, murale.ca. **A**oko Su aokosu.com. **A**quazzura At NET-A-PORTER.com. **A**rchives archivesltd.com. **A**veda aveda.com. **B**alenciaga At Hudson's Bay, thebay.com. **B**irks maisonbirks.com. **B**ottegaveneta.com. **B**ourjois Paris At Shoppers Drug Mart, shoppersdrugmart.ca. **B**urberry At Sephora, sephora.ca. **B**y Malene Birger bymalenebirger.com. **C**hanel chanel.com. **C**hanel (beauty) At Chanel beauty counters, chanel.com. **C**hristian Dior dior.com. **C**larins At Clarins counters, clarins.ca. **C**ND cnd.com. **C**odello At eurostyledistribution.ca. **C**overGirl At drugstores and mass-market retailers. **C**owshed At liberty.co.uk. **C**ynthia Rowley At birchbox.ca. **D**ean Davidson deandavidson.ca. **D**eborah Lippmann At Sephora, sephora.ca. **D**ior At Dior counters. **D**ries Van Noten driesvannoten.be. **E**arthling Jewelry earthlingjewelry.com. **E**lizabeth and James elizabethandjames.us. **E**lizabeth Arden At drugstores and mass-market retailers. **E**liza Faulkner elizafaulkner.com. **E**milio Pucci emiliopucci.com. **E**stée Lauder At Estée Lauder counters, estelauder.ca. **F**rench Connection canada.frenchconnection.com. **F**resh At Sephora, sephora.ca. **G**arnier At drugstores and mass-market retailers. **G**iorgio Armani At Holt Renfrew, holtrenfrew.com; select Sephora stores, sephora.ca; Hudson's Bay, thebay.com. **G**ucci gucci.com; at Holt Renfrew, holtrenfrew.com. **G**uerlain At Guerlain boutiques and counters. **H**ermès hermes.com; at Holt Renfrew, holtrenfrew.com. **H**ourglass At Sephora, sephora.ca. **H**ue At Legs Beautiful, 416-964-3737. **J**enny Bird jenny-bird.com. **J**ergens At drugstores and mass-market retailers. **J**il Sander jilsander.com. **J**o Malone At Holt Renfrew, holtrenfrew.com. **J**oseph joseph-fashion.com. **K**érastase At Kérastase salons, kerastase.ca. **K**lorane At drugstores and mass-market retailers. **L**aboratory Perfumes Not available in Canada. **L**a Maison Simons simons.ca. **L**ancôme At drugstores and mass-market retailers. **L**inks of London linksoflondon.com;

at Holt Renfrew, holtrenfrew.com. **L**ise Watier At drugstores and mass-market retailers. **L**'Oréal Paris At drugstores and mass-market retailers. **L**ouis Vuitton louisvuitton.com. **M**.A.C maccosmetics.com. **M**ake Up For Ever At Sephora, sephora.ca. **M**arc Cain marc-cain.com. **M**arc Jacobs At Sephora, sephora.ca. **M**arshalls marshallsonline.com. **M**aybelline New York At drugstores and mass-market retailers. **M**ichael Kors michaelkors.com. **M**iller Harris Not available in

Canada. **M**issoni missoni.com; at La Maison Simons, simons.ca. **M**iu Miu miumiu.com. **M**ulberry mulberry.com. **N**ARS At Sephora, sephora.ca; Hudson's Bay, thebay.com; Holt Renfrew, holtrenfrew.com; Murale, murale.ca. **N**icole by OPI At drugstores and mass-market retailers. **P**amela Love pamelalovenyc.com. **P**hysicians Formula At drugstores and mass-market retailers. **P**ink Tartan pintartan.com. **P**ixi pixibeauty.co.uk. **P**orts 1961 ports1961.com. **P**rada prada.com; at Holt Renfrew, holtrenfrew.com. **P**roenza Schouler proenzaschouler.com. **P**syche psyche-jewelry.com. **R**ag & Bone rag-bone.com. **R**edken redken.ca. **R**evlon At drugstores and mass-market retailers. **R**MS rmsbeauty.com. **R**oger Vivier rogervivier.com; at Holt Renfrew, holtrenfrew.com. **R**oots roots.com. **S**ally Hansen At drugstores and mass-market retailers. **S**arah Chapman sarahchapman.net. **S**ecret secretlegwear.com. **S**ephora Collection sephora.ca. **S**hay and Blue shayandblue.com. **S**hu Uemura shuuemura.ca. **S**imon Chang simonchang.com. **S**imone Rocha simone-rocha.com. **S**mashbox At Shoppers Drug Mart, shoppersdrugmart.ca; Murale, murale.ca; Sephora, sephora.ca. **S**pecies by the Thousands speciesbythethousands.com. **S**t. Tropez At Hudson's Bay, thebay.com; London Drugs, londondrugs.com; Murale, murale.ca; Sephora, sephora.ca; Shoppers Drug Mart, shoppersdrugmart.ca. **S**tuart Weitzman stuartweitzman.ca. **T**he Body Shop thebodyshop.ca. **T**he Kooples thekooples.com. **3.1** Phillip Lim 31philliplim.com; at La Maison Simons, simons.ca. **T**om Daxon tomdaxon.com. **T**ommy Hilfiger tommy.com. **T**ommy Hilfiger Collection tommy.com. **T**oo Faced At Sephora, sephora.ca. **T**ory Burch toryburch.com. **T**RESEmmé At drugstores and mass-market retailers. **T**rimcíté trimcrite.com. **U**rban Decay At Sephora, sephora.ca; Shoppers Drug Mart, shoppersdrugmart.ca. **V**alentino valentino.com. **W**ella Professionals wella.com. **W**inners winners.ca. **Y**SL At Holt Renfrew, holtrenfrew.com; Sephora, sephora.ca; Hudson's Bay, thebay.com. **Z**adig & Voltaire zadig-et-voltaire.com; at Holt Renfrew, holtrenfrew.com. □



DISTRIBUE PAR/DISTRIBUIT BY PERFECT 1-800-361-1900

ELLE

THE PARISIANS' LIFESTYLE
EYEWEAR

ELLE est une marque de HACHETTE FILIPACCHI PRESSE SA, Paris, France.
ELLE is a trademark owned by HACHETTE FILIPACCHI PRESSE SA, Paris, France. EU3386-BK

#FASHIONPLAY

@ELLECANADA



HIT PARADE

Chanel turned slogan chic up a notch during its spring/summer 2015 show, staging the most fashionable protest ever and adorning the season's It bags with feminist statements. The next time you hit the town, swap your megaphone for this clever clutch (price upon request, chanel.ca).



Which Chanel accessory are you coveting this season? Tweet us @ElleCanada with #fashionplay.



What's your most stubborn make-up most afraid of?



This.



And for good reason.

All-in-One Make-up Removing
Cleansing Wipes **erase 99.3% of your**
most stubborn make-up, even waterproof
mascara, with just one towelette.

The leading competitors don't come close[†].
And our patented formula is as gentle as
water to the eyes.

Nothing works better.

neutrogena.ca





JUERGEN TELLER

SERIES 2

A curated series of photography by
ANNIE LEIBOVITZ, JUERGEN TELLER and BRUCE WEBER

Sold exclusively in Louis Vuitton stores. 866-VUITTON louisvuitton.ca
Toronto. Montreal. Vancouver. Calgary. Edmonton.

LOUIS VUITTON